

Sports Drinks in Portugal

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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Report description:

Portuguese consumers are increasingly prioritising healthier lifestyles, which has led to a significant rise in the consumption of sports drinks. As more people embrace regular exercise and become more health-conscious, there is a growing awareness of the importance of proper hydration and energy supply during physical activity. This shift is being communicated and promoted, particularly in gyms and across social media, where influencers and fitness enthusiasts highlight the benefits of these drinks.

Euromonitor International's Sports Drinks in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sports Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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