

Sports Drinks in Romania

Market Direction | 2024-11-19 | 27 pages | Euromonitor

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Report description:

In the aftermath of the pandemic, Romanians have developed a growing interest in sports and physical activities in 2024, which is fuelling demand for sports drinks. The increasing number of gyms, coupled with a rise in gym memberships, reflects this shift towards a more active lifestyle. Additionally, mass-participation events such as marathons and races are experiencing higher turnout, while outdoor activities like hiking have gained substantial popularity. This surge in physical activity has l...

Euromonitor International's Sports Drinks in Romania 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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