

## **Sports Drinks in Spain**

Market Direction | 2024-11-19 | 35 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Sports drinks in Spain is set to perform well in 2024. Indeed, in the off-trade channel, the volume growth rate is expected to be slightly higher than that seen in 2023, with much of this led by developments in reduced sugar sports drinks. Growth is also expected to be seen in sports drinks in off-trade current value terms in Spain in 2024, although a slightly lower growth rate is anticipated when compared with the previous year. This is reflective of the improving situation regarding inflation...

Euromonitor International's Sports Drinks in Spain 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Sports Drinks in Spain  
Euromonitor International  
November 2024

List Of Contents And Tables

### SPORTS DRINKS IN SPAIN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sports drinks performs strongly in 2024

Innovation seen during 2024, boosting sales

Private label not as strong as in other soft drinks categories, whilst the impact of Prime may be short-lived

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar sports drinks set to perform the best in the forecast period

Competition with energy drinks and functional bottled water

Evolution of different pack sizes could be one element of future innovation

#### CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

### SOFT DRINKS IN SPAIN

#### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Spain

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sports Drinks in Spain

Market Direction | 2024-11-19 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)