

Sports Drinks in Chile

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

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Report description:

Sports drinks in Chile witnessed an impressive performance over much of the review period, with off-trade volume sales recording double-digit growth in 2021 and 2022. While volume sales in 2024 have marginally declined following a drop the previous year, overall demand remains significantly higher than pre-pandemic levels. This decline is partly due to consumers becoming increasingly conscious of their spending. Multiple factors have contributed to the popularity of sports drinks in Chile. The d...

Euromonitor International's Sports Drinks in Chile 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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Euromonitor International
November 2024

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Wellness trends and increasing array of alternatives help sustain high sales of sports drinks in Chile

Brands continue to focus on large formats and discount strategies to sustain demand amidst lower disposable incomes

Indefinite freeze on the implementation of new tax on non-alcoholic beverages provides relief to sports drinks

PROSPECTS AND OPPORTUNITIES

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