

## **Sports Drinks in Ecuador**

Market Direction | 2024-12-16 | 24 pages | Euromonitor

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### **Report description:**

The close pricing between sports drinks and bottled water has had a significant impact on consumer preferences in Ecuador, leading to a noticeable rise in sports drinks sales. With sports drinks priced only slightly higher than bottled water, they have become an attractive choice for consumers seeking hydration with added benefits. For instance, in small single-serve formats, a 600 ml bottle of water and a 500 ml bottle of sports drink are often priced equivalently at 60 cents. While sports drin...

Euromonitor International's Sports Drinks in Ecuador 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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