

Sports Drinks in Switzerland

Market Direction | 2024-12-11 | 28 pages | Euromonitor

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Report description:

Health and fitness trends, with more Swiss consumers resuming or taking up sports activities, contributed to moderate growth of volume and current value sales in sports drinks in 2024. This helped the category expand gradually beyond its traditionally small base, which has largely comprised regular participants in sports and fitness activities.

Euromonitor International's Sports Drinks in Switzerland 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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Growth for sports drinks in 2024 thanks to expansion of consumer base

Promena AG leads in a consolidated field, but new launch from domestic player attracts interest

Small local grocers remains the leading distribution channel for sports drinks in Switzerland

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Only modest growth anticipated for the category over the forecast period

Competitive landscape looks set to remain stable in the years ahead

Better availability and cleaner positioning may help boost growth

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