

Sports Drinks in Ukraine

Market Direction | 2024-12-17 | 29 pages | Euromonitor

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Report description:

In 2024, sports drinks recorded off-trade volume growth of 14% following a significant sales drop in 2022. However, the category was challenged by decreased disposable incomes and increased caution in spending on non-essential items, in addition to limited availability of sports events, such as marathons, due to ongoing safety concerns. Sports events typically serve as key platforms for brand visibility and consumer engagement, with sponsorships helping to boost awareness and drive sales. The la...

Euromonitor International's Sports Drinks in Ukraine 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.

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