

Sports Drinks in Finland

November 2024

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Sports Drinks in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in health and exercise boosts volume growth for sports drinks Fortified and functional benefits drive the ongoing appeal of sports drinks Coconut water is embraced as a natural, functional ingredient

PROSPECTS AND OPPORTUNITIES

Brands focus on marketing and endorsements to stand out against private label Private label gains ground, offering functional and affordable options Domestic players stand out on the competitive landscape

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