

Sports Drinks in Spain

November 2024

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Sports Drinks in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks performs strongly in 2024

Innovation seen during 2024, boosting sales

Private label not as strong as in other soft drinks categories, whilst the impact of Prime may be short-lived

PROSPECTS AND OPPORTUNITIES

Reduced sugar sports drinks set to perform the best in the forecast period

Competition with energy drinks and functional bottled water

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