

Sports Drinks in France

November 2024

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Sports Drinks in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks maintain decent sales, thanks to relatively small and niche category dynamics

Sports drinks still faces competition from other soft drinks categories

Coca-Cola's Powerade dominates the category

PROSPECTS AND OPPORTUNITIES

Sports drinks will need ongoing support to grow more strongly

A more sustainable and natural approach could be beneficial

Opportunities in vending inside gyms and for private label in sports superstores

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