



# Sports Drinks in Ukraine

December 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The recovery for sport drinks is challenged by a lack of outdoor sporting events

Demand for isotonic drinks surge as consumers appreciate the health benefits

SV-Dnipro TOV retains its strong lead, investing in promotion for 4Move

#### PROSPECTS AND OPPORTUNITIES

Energy drinks and functional bottled water challenge sales of sports drinks over the forecast period

Brands could invest in clear retail positioning to boost instore sales of sports drinks

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