

# Sports Drinks in China

November 2024

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## Sports Drinks in China - Category analysis

## **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Popularity of outdoor sports drives the growth of sports drinks Alienergy sees sustained sales growth, taking the lead in sports drinks in value terms Focus on electrolytes in sports drinks in China

## PROSPECTS AND OPPORTUNITIES

Sports drinks expected to offer benefits beyond basic hydration Packaging and product formats for sports drinks have become a new focus area for brand development Consumers are expecting new flavour innovations in sports drinks

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