



Euromonitor
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Sports Drinks in the Philippines

November 2024

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Sports Drinks in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

PepsiCo names Drink Water Rivera as Gatorade ambassador to promote hydration and wellness

New competitor SIP Plus enters the sports drinks market as Gatorade Zero leads shift towards healthier options

Consumers seek more than just hydration

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Sports drinks market is poised for recovery, driven by health and wellness trends

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