

Sports Drinks in Belgium

November 2024

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Sports Drinks in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health consciousness and demand for functional beverages drives sales Sports drink players navigate sugar concerns through innovation Rising competition from functional waters and energy drinks challenges sports drinks sales

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Enhanced functionalities offer a consumer-centric product in sports drinks Innovations align with the demand for functional beverages to aid growth Targeted solutions is an opportunity for the future of innovation in sports drinks

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