



# Sports Drinks in Portugal

December 2023

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## Sports Drinks in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports drinks is one of the top performers, driven by an increased interest in exercise

Rising inflation led some consumers to trade down to private label options

Coca-Cola's Aquarius reinforces its leading position being top of mind for consumers

#### PROSPECTS AND OPPORTUNITIES

Sports drinks continue driving growth amidst growing competition

Innovation to focus on rising trends, offering reduced sugar and functional ingredients

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