

# **Sports Drinks in Portugal**

November 2024

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# Sports Drinks in Portugal - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sports drinks grow as consumers become more informed about the product benefits Price stabilisation aids ongoing sales of sports drinks in 2024 Per capita consumption is low, with opportunity for new brands to enter

#### PROSPECTS AND OPPORTUNITIES

Ongoing growth in sports drinks as brands launch specialised products New brands and product innovations focus on low sugar and functional benefits Competition rises from functional drinks elsewhere on the soft drinks landscape

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