



**Euromonitor
International**

Sports Drinks in the US

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks fails to achieve off-trade volume growth amidst rising competition and higher prices
Flying too close to the sun, Prime sees a significant sales decline
Competition for hydration as a need state is rising across categories

PROSPECTS AND OPPORTUNITIES

From sports-centric products to lifestyle drinks and back again?
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Promotional activity and retail penetration will be key to ensure volume growth

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Soft Drinks in the US - Industry Overview

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Growth continues, but sales fail to return to the pre-pandemic level

Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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