

Fortified/Functional Beverages in Australia

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Abstracts

Fortified/functional (FF) beverages experienced solid current value growth in 2021, following a negligible decline in 2020. These performances were due to trends in the two categories that dominate FF beverages – FF energy drinks and FF sports drinks. Energy drinks performed well during the COVID-19 pandemic and associated lockdowns, whereas sports drinks did not. The poor performance of sports drinks was due to an absence of associated consumption occasions, such as working out at the gym or pa...

Euromonitor International's Fortified/Functional Beverages in Australia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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