

# Sports Drinks in Ireland

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## Abstracts

Sports drinks remained still quite a small category in Ireland at the end of the review period, but it continued to grow fast in off-trade volume and current value terms. In the wake of the COVID-19 experience, many consumers have shifted towards to health-orientated lifestyles. In this vein, more consumers have chosen to pursue healthier diets and non-sedentary lifestyles, leading to higher numbers of gym-goers for activities like Pilates, as well as growing participation in sports and jogging,...

Euromonitor International's Sports Drinks in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports 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 Sports Drinks 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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