

# Sports Drinks in Latin America

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## Abstracts

Sports drinks are gaining a foothold in Latin America, with growing interest in health and fitness driving sales and distribution. The two largest brands, Gatorade and Powerade, continue to increase sales through dynamic marketing efforts and an already strong positioning as category staples. However, the category remains sensitive to economic disruption, as it is considered niche and non-essential, and the severe economic repercussions of the COVID-19 pandemic are impacting demand in 2020.

Euromonitor International's Sports Drinks in Latin America global briefing offers an insight into the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

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

## **Why buy this report?**

Get a detailed picture of the Soft 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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