

Sports Drinks in Russia

https://marketpublishers.com/r/S0E286AF497EN.html

Date: January 2022

Pages: 37

Price: US\$ 990.00 (Single User License)

ID: S0E286AF497EN

Abstracts

The COVID-19 pandemic limited consumers' opportunities to take part in sport and exercise in 2020, as facilities such as gyms and leisure centres were forced to close and many sporting events were cancelled. While many consumers engaged in informal exercise in order to keep fit during periods of home seclusion and simply to spend some time outdoors, this activity was less conducive to the sale of sports drinks than more established fitness regimes. Furthermore, the reduction in away-from-home ac...

Euromonitor International's Sports Drinks in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 2026 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.



Contents

SPORTS DRINKS IN RUSSIA KEY DATA FINDINGS 2021 DEVELOPMENTS

Sales pick up as COVID-19 measures ease

Sports drinks remains a niche area due to competition from other sports nutrition products

Powerade retains its dominance but loses share as Coca-Cola focuses on other areas of its portfolio

PROSPECTS AND OPPORTUNITIES

More investment needed to educate consumers on the benefits of sports drinks
Reduced sugar options could help address negative health perceptions of sports drinks
Economic challenges could undermine the development of sports drinks
CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2016-2021

Table 2 Off-trade Sales of Sports Drinks: Value 2016-2021

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2016-2021

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2016-2021

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2017-2021

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2018-2021

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2017-2021

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2018-2021

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2021-2026

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2021-2026

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2021-2026

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2021-2026

CHART 1 Soft Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Soft Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Soft Drinks Impact of Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Soft Drinks Impact of Drivers on On-Trade Volume Sales: 2019-2026

SOFT DRINKS IN RUSSIA

EXECUTIVE SUMMARY

Soft drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?



MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2016-2021

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2016-2021

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2016-2021 Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2016-2021

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2020 Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2020

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2020

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2020

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2016-2021

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2016-2021

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2016-2021

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2016-2021

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2016-2021

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2016-2021

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2017-2021

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2018-2021

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2017-2021

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2018-2021

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2017-2021

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2021

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2017-2021

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2018-2021

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2016-2021

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2016-2021

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2016-2021 Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2021

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2021-2026

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2021-2026



Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2021-2026

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2021-2026

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2021-2026

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2021-2026

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2021-2026 Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2021-2026

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2021-2026 Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2021-2026

APPENDIX

Fountain sales in Russia

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources



I would like to order

Product name: Sports Drinks in Russia

Product link: https://marketpublishers.com/r/S0E286AF497EN.html
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S0E286AF497EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970