

# Sports Drinks in the US

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## Abstracts

After being impacted by record-high inflation in 2022, sports drinks has continued to see prices pushed in 2023, with high single-digit growth expected in off-trade unit prices in nominal terms. This price growth is in line with much of the soft drinks industry, but has disproportionately impacted off-trade volume sales of sports drinks, which in 2023 are set to decline for the first time since 2017. This setback for the category is a sign of consumers rearranging their spending to cope with high...

Euromonitor International's Sports Drinks in USA 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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Euromonitor International  
May 2024

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