

Sports Drinks in Spain

December 2023

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Sports Drinks in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance in both channels, despite a challenging operating environment Launch of Prime a boost for the category Innovation and new product development seen within sports drinks

PROSPECTS AND OPPORTUNITIES

Growth expected as sports drinks benefits from the health and wellness trend Need to distinguish sports drinks from other products with functional qualities Private label offers expected to develop

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