

# Sports Drinks in France

November 2023

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## Sports Drinks in France - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sports drinks post modest volume growth in 2023 despite many sports events

Lack of support and competition from other soft drinks

Powerade leads in a concentrated competitive landscape

## PROSPECTS AND OPPORTUNITIES

2024 will be a key year for sports drinks

More private label in sports superstores, maybe less in vending inside gyms

More sustainable products expected in terms of recipes and packaging

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