

Sports Drinks in Switzerland

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Sports Drinks in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth for sports drinks in 2023, thanks to return of outdoor activities

Lack of innovation hinders sales

Dominance of global players hinders presence of private label

PROSPECTS AND OPPORTUNITIES

Growth will be dependent upon the expansion of the consumer base

Competition will heat up, with mate emerging as popular energy-boosting ingredient

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