



**Euromonitor
International**

Sports Drinks in Germany

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Sports Drinks in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fitness trend underpins the demand for sports drinks

INDUSTRY PERFORMANCE

Encouraging a more active population offers growth opportunities

Energy drinks represent strong competition to sports drinks

WHAT'S NEXT?

Fitness trend and hydration needs to spur category growth

Sports technology advancements to enhance user experiences

Rise of new formats

COMPETITIVE LANDSCAPE

Powerade remains the leading brand but private label and regional alternatives are big hitters

Strong external challenges to sports drinks offerings

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Supermarkets drive volume sales

Young audience and wide offer boost e-commerce

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EXECUTIVE SUMMARY

Health and wellness, price and nostalgia are key factors in consumers' purchasing decisions

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cost-savings without compromising on quality

Health and wellness increasingly shapes offer and demand

Changing foodservice consumption supports a demand for soft drinks

WHAT'S NEXT?

Sober trend to favour soft drinks consumption

Diversification to cover consumers' needs

Retail to maintain dominance despite recovery of foodservice

COMPETITIVE LANDSCAPE

Aldi is adding premium value to diversify its offer

Paulaner Brauerei shows dynamism through a retro and nostalgia appeal

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Discounters respond to the affordability dynamic while developing higher-quality assortments

Strategic locations and wide and varied offers support strong position of supermarkets

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