

Sports Drinks in Chile

December 2023

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Sports Drinks in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite marginal decline, off-trade demand for sports drinks remains high in 2023 Brands focus on large formats and discount strategies to sustain demand Gatorade Zero raises competition in reduced sugar segment

PROSPECTS AND OPPORTUNITIES

New players will continue to blur the lines between categories

Future growth of reduced sugar options will be driven by health trends

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