

# Sports Drinks in Australia

January 2024

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## Sports Drinks in Australia - Category analysis

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#### 2023 DEVELOPMENTS

Spending pressures temper the growth of sports drinks  
Rise of functional soft drinks increases the competition for sports drinks  
Powerade and Gatorade continue to dominate sports drinks in Australia

#### PROSPECTS AND OPPORTUNITIES

Sports drinks are perceived as sugary, resulting in lower penetration amongst health-conscious Australians  
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