

Sports Drinks in India

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gatorade leads the way in boosting off-trade sales through on-the-go consumption

Coca-Cola targets volume share by extending accessible option to rural consumers

Perception of sports drinks, combined with a lack of reduced sugar alternatives, limits category's potential

PROSPECTS AND OPPORTUNITIES

Coca-Cola's mass marketing will hinder the competition's ability to increase prices during the forecast period

Post-pandemic period presents an opportune moment for launch of healthier variants

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

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