



Sports Drinks in Portugal

December 2023

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Sports Drinks in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports drinks is one of the top performers, driven by an increased interest in exercise

Rising inflation led some consumers to trade down to private label options

Coca-Cola's Aquarius reinforces its leading position being top of mind for consumers

PROSPECTS AND OPPORTUNITIES

Sports drinks continue driving growth amidst growing competition

Innovation to focus on rising trends, offering reduced sugar and functional ingredients

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