

# Sports Drinks in Switzerland

January 2024

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## Sports Drinks in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth for sports drinks in 2023, thanks to return of outdoor activities

Lack of innovation hinders sales

Dominance of global players hinders presence of private label

#### PROSPECTS AND OPPORTUNITIES

Growth will be dependent upon the expansion of the consumer base

Competition will heat up, with mate emerging as popular energy-boosting ingredient

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