



Euromonitor
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Sports Drinks in the United Kingdom

November 2025

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Sports Drinks in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Sports drinks sees growing demand as consumers look for effective hydration

INDUSTRY PERFORMANCE

Sports drinks still full of potential as sales grow in 2025

Functionality and high-profile collaborations influence market demand

WHAT'S NEXT?

Sustained expansion set to be driven by health concerns and innovation

Digital and technological advancements are shaping the future of sports drinks

Manufacturers face tightening regulations on sugar content and marketing practices

COMPETITIVE LANDSCAPE

Lucozade dominates but Powerade making big strides

Private label and smaller players providing stiff competition as Prime falls out of favour

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On-trade sales rise as interest and awareness grows

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Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market

New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio

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