

Functional Drinks in the BRIC (Brazil, Russia, India, China) Countries - Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the functional drinks market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains data on three categories: energy, sports and nutraceutical drinks

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

Brazil is home to the second largest functional drinks market, led by sports drinks category.

Russia is expected to exhibit steady growth between 2009 and 2014.

India is set to be the most lucrative investment destination for the functional drinks market in future.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the functional drinks market in high growth / emerging nations

Identify key players within the functional drinks in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the functional drinks market in Brazil, Russia, India and China

"

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CHAPTER 1 EXECUTIVE SUMMARY

Brazil is home to the second largest functional drinks market, led by sports drinks category

Russia is expected to exhibit steady growth between 2009 and 2014

India is set to be the most lucrative investment destination for the functional drinks market in future

China leads the functional drinks market in terms of volume among the BRIC nations

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