

Functional Drinks Market in India to 2013 (Soft Drinks)

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Abstracts

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Introduction

This databook provides key data and information on the Functional Drinks Market in India (Soft Drinks). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The functional drinks category was valued at INR6,727.7m (\$163m) in 2008, representing a CAGR of 91.9% since 2003.

By the end of 2013, the functional drinks category will be worth INR16,604.5m (\$402.4m), with an expected CAGR of 19.8% between 2008 and 2013.

The functional drinks market volume totaled 20.7 million liters in 2008, representing a CAGR of 96.3% since 2003.

By the end of 2013, the functional drinks market will total 49.1 million liters, with an expected CAGR of 18.8% between 2008 and 2013.

The functional drinks market was led by energy drinks (representing 89.6% of the total value) followed by nutraceutical drinks with a 5.5% market share. Sports drinks accounts for the remaining 4.8% share.

Red Bull GmbH is the market leader with a 72.8% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Functional Drinks Market in India (Soft Drinks)

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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