

Asia Energy and Sports Drink Market Outlook to 2017 - Driven by Rising Participation in Sporting and Fitness Activities

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Abstracts

The report titled 'Asia Energy and Sports Drink Market Outlook to 2017 - Driven by Rising Participation in Sporting and Fitness Activities' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of the energy and sports drinks market of major countries in Asia which includes Japan, China, Thailand, South Korea and India. The energy and sports drink market in Asia is majorly comprised of various distribution channels such as hypermarkets, supermarkets, convenience stores and general stores that sell energy and sports drinks in Asian countries. The energy and sports drinks are majorly consumed by professional sports people, gym goers and by working professionals and students that require a special beverage in order to boost their energy and stay active. The report provides the market share and company profiles of major players in major segments.

The retail landscape of sports and energy drinks in Asia has been majorly concentrated within the modern retail formats such as convenience stores, supermarkets and hypermarkets. The modern retail formats act as a key distribution channel for the sales of energy and sports drink in the region. These modern retail formats have gained popularity among people in Asia since they offer a variety of healthy food and beverages in an organized manner. The modern retail formats such as hypermarkets, supermarkets and convenience stores are likely to contribute significantly to the growth of energy and sports drink market in the coming years.

The sports and energy market in the Asia region has shown a growth of 8.1% over the period of 2007-2012. The energy and sports drink market recorded revenue worth USD ~ million in 2007 which grown up to USD ~ million in 2012. This increase in the revenue

during 2007-2012 was on an account of increasing personal disposable incomes of the people and increase in the consumer expenditure on packaged food and beverages in Asia.

India and China accounted for the highest growth rates in the market for energy and sports drink with average growth rates of 29.1% and 20.8% respectively during the period 2007-2012. Although the energy and sports drink market in India is in its nascent stage, the increasing acceptance of functional beverages in the country has led to a substantial growth of energy and sports drink market during 2007-2012.

The increase in healthcare awareness, especially among the young population, has encouraged them to join fitness centers and gyms in order to stay fit. Consequently, inclining health conscious population has driven the energy and sports drink market in Asia. Longer working and stressful hours have emphasized the need for improved fitness levels and demand for fitness centers, which have aided the workforce in keeping themselves active and stress free. The increasing emphasis on healthy living has led to the growth of functional beverages such as energy and sports drink in the Asian region.

The Asia energy and sports drink market is Asia is expected to reach USD ~ million in 2017 as compared to USD ~ million in 2012, thus growing at a CAGR of 11.5% during 2012-2017. The rising standards of living, higher disposable incomes, and greater indulgence in outdoor sports activities and fitness activities are likely to drive the energy and sports drink market in the future.

KEY TOPICS COVERED IN THE REPORT

Asia energy and sports drink market size.

The country wise segmentation of energy and sports market in Asia

The market size, future outlook and projections of the energy and sports drinks market of Japan, China, Thailand, South Korea and India

The market segmentation by functionality for the energy and sports drink market of Japan, China, Thailand, South Korea and India.

The market segmentation by distribution channel for the energy and sports drink market of Japan, China, Thailand, South Korea and India.

The market size, future outlook and projections of the energy and sports drink market of Japan for consumers at work, at play and at leisure

The market size, future outlook and projections of the energy and sports drink market of Japan for consumers at work, at play and at leisure

The market size, future outlook and projections of the energy and sports drink market of Japan with vending machines, supermarket and hypermarkets, convenience stores and vending machines as distribution channel

The market size, future outlook and projections of the energy and sports drink market of China for consumers at work, at play and at leisure

The market size, future outlook and projections of the energy and sports drink market of China with supermarket and hypermarkets, convenience stores, drug stores and pharmaceuticals as distribution channel

The market size, future outlook and projections of the energy and sports drink market of Thailand for consumers at work, at play and at leisure

The market size, future outlook and projections of the energy and sports drink market of Thailand with supermarket and hypermarkets, convenience stores and independent retailers as distribution channel

The market size, future outlook and projections of the energy and sports drink market of South Korea for casual sports and energy drink consumers, lifestyle consumers and athletes as consumers

The market size, future outlook and projections of the energy and sports drink market of South Korea with supermarket and hypermarkets, convenience stores, drug stores and pharmaceuticals and online retailing as distribution channel

The market size, future outlook and projections of the energy and sports drink market of India for consumers at work, at play and at leisure

The market size, future outlook and projections of the energy and sports drink market of India with modern trade, new channel development and traditional trade as distribution channel

Trends and developments of energy and sports drinks market of Japan, China, Thailand, South Korea and India

Market share of major players in energy and sports drinks market of Japan, China, Thailand, South Korea and India

Profiles of major players in energy and sports drinks market of Japan, China, Thailand, South Korea and India

Future outlook and projections of Asia energy and sports drink market

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