

China Energy and Sports Drink Market Outlook to 2017 – Rising Indulgence in Fitness Activities

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Abstracts

The industry research publication titled 'China Energy and Sports Drink Market Outlook to 2017 – Rising Indulgence in Fitness Activities' presents a comprehensive analysis of market size by value of sports and energy drinks in China. The report entails the market share analysis and company profiles of major players/ brands (Red Bull, Lipovitan, Qili and Ichi More) in the energy and sports drink market. The future analysis and segmentation by functionality and distribution channel have also been discussed in each of the sub-segment.

The demand for energy and sports drinks in China has been driven by the burgeoning population and higher disposable income of the middle and higher income group. China is in the process of industrialization and is gradually moving towards being a market based economy. As a result of the rapid growth of the economy over the past few years, with the implementation of economic and social opening reforms, there has been a remarkable increase in disposable income and substantial improvement in the living standards of the people in the country. This has resulted in increased awareness towards healthy lifestyles. With the country experiencing strong economic growth, higher disposable income and rising standards of living in the recent years, consumer spending on food and beverage products has increased.

The overall market for China sports and energy drinks has grown at a CAGR of 20.8% during 2007-2012. The sports and energy drinks market witnessed revenue worth USD ~ million in 2012, which increased from USD ~ million in 2007. The surging income levels and increasing awareness have led to transition in the tastes and preferences of the people in China, which has largely contributed to the growth of the energy, and sports drink market in China.

The retail industry in China has developed rapidly particularly for channels such as hypermarkets, supermarkets and convenience stores. This has created opportunities for packaged food and beverage products. Supermarkets and hypermarkets as a distribution channel dominate the energy and sports drinks market in China. The sales of the energy and sports drinks through these channels reached USD ~ million in 2012, growing from USD ~ million in 2007.

The long term growth potential of the industry remains optimistic of sports and energy drink market in China. The rising standards of living and increasing urbanization in China are expected to be the primary drivers in the next five years. As standards of living in China continue to rise, there has been rising health awareness and an escalating demand for leisure activities among Chinese consumers. Additionally, the number of sports and recreational facilities and fitness gyms has also been on the rise.

The energy drink market in China is dominated by Red Bull with a market share of ~% in 2012. Lipovitan-D by Taisho Pharmaceuticals was the second leading brand in the energy drink market in China and held a contribution of ~% in 2012.

The overall energy and sports drinks market in China is expected to grow significantly at a CAGR of 23.1% in the forecasted period of 2012-2017. The energy and sports drinks of China is estimated to witness revenue worth USD ~ million by 2017 which will grow from USD ~ million in 2012.

KEY TOPICS COVERED IN THE REPORT

The market size of the Asia and China energy and sports drinks market size in terms of value in the last 5 years (2007 - 2012)

China energy and sports drinks market segmentation by functionality (at work, play and leisure)

China energy drinks market segmentation by distribution channel (hypermarkets and supermarkets, convenience stores, drug stores and pharmaceuticals)

Trends and Developments and Government regulations in the sports and energy market in China

Competitive landscape and company profiles of the major brands and players operating in energy and sports drinks market (Red Bull, Lipovitan-D, Qili, Ichi

More, Mizone, Pocari Sweat, Gatorade, Lucozade and others)

Future projections and macro economic factors of China sports and energy drink market

Contents

1. ASIA ENERGY AND SPORTS DRINKS MARKET INTRODUCTION

2. ASIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

3. CHINA ENERGY AND SPORTS DRINKS MARKET INTRODUCTION

4. CHINA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

5. CHINA ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY FUNCTIONALITY, 2007-2012

5.1. For Consumers at Play, 2007-2017

5.2. For Consumers at Work, 2007-2017

5.3. For Consumers at Leisure, 2007-2017

6. CHINA ENERGY AND SPORTS DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012

6.1. For Supermarkets and Hypermarkets, 2007-2017

6.2. For Convenience Stores, 2007-2017

6.3. For Drug Stores and Pharmaceuticals, 2007-2017

6.4. For Others (Small Independent Retailers and Stores), 2007-2017

7. FOOD AND GOVERNMENT REGULATIONS IN CHINA ENERGY AND SPORTS DRINKS MARKET

8. CHINA ENERGY AND SPORTS DRINKS MARKET TRENDS AND DEVELOPMENTS

Emerging Health Club Industry in China

Increasing Sports Participation

9. MARKET SHARE OF MAJOR PLAYERS IN CHINA ENERGY AND SPORTS DRINKS MARKET

9.1. Market Share of Major Players in China Energy Drink Market, 2012

9.2. Market Share of Major Players in China Sports Drink Market, 2012

10. COMPANY PROFILES OF MAJOR PLAYERS IN CHINA ENERGY AND SPORTS DRINKS

10.1. Danone

10.1.1. Company Overview

10.1.2. Financial Performance

10.1.3. Business Strategy

10.2. Hangzhou Wahaha Group Co. Ltd

10.2.1. Company Overview

10.2.2. Financial Performance

10.2.3. Business Strategy

11. CHINA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

12. CHINA ENERGY AND SPORTS DRINKS MARKET MACRO-ECONOMIC FACTORS

12.1. Urban Population, 2007-2017

12.2. Gross Domestic Product, 2007-2017

12.3. Consumer Expenditure on Food, Beverages and Tobacco, 2007-2017

13. ASIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

13.1. Cause and Effect Relationship between Industry Factors and Asia Energy and Sports Drinks Market

13.2. Asia Energy and Sports Drinks Market Future Outlook and Projections, 2013-2017

14. APPENDIX

14.1. Market Definitions

14.2. Abbreviations

14.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model
Final Conclusion
14.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Asia Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012

Figure 2: China Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012

Figure 3: China Energy and Sports Drinks Market Segmentation by Functionality on the Basis of Revenue in Percentage, 2007-2012

Figure 4: China Energy and Sports Drinks Market Size for Consumers at Play on the Basis of Revenue in USD Million, 2007-2012

Figure 5: China Energy and Sports Drinks Market Future Projections for Consumers at Play on the Basis of Revenue in USD Million, 2013-2017

Figure 6: China Energy and Sports Drinks Market Size for Consumers at Work on the Basis of Revenue in USD Million, 2007-2012

Figure 7: China Energy and Sports Drinks Market Future Projections for Consumers at Work on the Basis of Revenue in USD Million, 2013-2017

Figure 8: China Energy and Sports Drinks Market Size for Consumers at Leisure on the Basis of Revenue in USD Million, 2007-2012

Figure 9: China Energy and Sports Drinks Market Future Projections for Consumers at Leisure on the Basis of Revenue in USD Million, 2013-2017

Figure 10: China Energy and Sports Drinks Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012

Figure 11: China Energy and Sports Drinks Market Size with Supermarket and Hypermarket as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 12: China Energy and Sports Drinks Market Future Projections with Supermarket and Hypermarket as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 13: China Energy and Sports Drinks Market Size with Convenience Stores as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 14: China Energy and Sports Drinks Market Future Projections with Convenience Stores as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 15: China Energy and Sports Drinks Market Size with Drug Stores and Pharmaceuticals as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 16: China Energy and Sports Drinks Market Future Projections with Drug Stores and Pharmaceuticals as Distribution Channel on the Basis of Revenue in USD Million,

2013-2017

Figure 17: China Energy and Sports Drinks Market Size with Others as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 18: China Energy and Sports Drinks Market Future Projections with Others as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 19: Market Share of Major Brands in China Energy Drink Market on the Basis of Revenue in Percentage, 2012

Figure 20: Market Share of Major Brands in China Sports Drink Market on the Basis of Revenue in Percentage, 2012

Figure 21: Danone's Revenue from its Operations in Asia in USD Million, 2007-2012

Figure 22: China Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 23: Urban Population in China in Million, 2007-2017

Figure 24: China GDP in USD Million, 2007-2017

Figure 25: China Consumer Expenditure on Food, Beverages and Tobacco in USD Million, 2007-2017

Figure 26: Asia Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

List Of Tables

LIST OF TABLES

Table 1: Leading Food and Beverage Retailers in China, 2010

Table 2: Total Number of Health Clubs and Total Number of Health Club Members in China, 2007-2011

Table 3: Product Details of Energy Drink Produced by Hangzhou Wahaha Group Co. Ltd

Table 4: Cause and Effect Relationship between Industry Factors and Asia Energy and Sports Drinks Industry Prospects

Table 5: Correlation Matrix for China Energy and Sports Drinks Market

Table 6: Regression Coefficients Output

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