

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

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