

# India Energy and Sports Drink Market Outlook to 2017 – Led by Young Population Aged 15-35 years

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## Abstracts

The report titled 'India Energy and Sports Drink Market Outlook to 2017 – Led by Young Population Aged 15-35 years' presents a comprehensive analysis of the industry aspects including market size by value of sports and energy drink. The report also entails the market share analysis and company profiles of major players along with retail stores and distribution channel, survey analysis providing insights on the consumer preference and behavior. The future analysis, trends and developments, government regulations and segmentation by functionality and distribution channel have also been discussed in the industry research report.

India energy and sports drinks market has witnessed a phenomenal growth during 2007-2012. The industry has witnessed brisk growth in the last few years driven by the rising income levels, surging healthcare awareness and the changing taste preferences. The ever increasing popularity of cricket along with growing interest in sports such as football, hockey and tennis has contributed to the growth of energy and sports drinks market in the country.

India energy and sports drinks market is mainly dominated by the famous brands such as Red Bull, Tzinga and Gatorade. The total energy and sports drinks market in India has grown significantly at a CAGR of 26.7% during 2007-2012. The energy and sports drinks market in India witnessed revenue worth USD ~ million in 2012 which grew from USD ~ million in 2007.

The consumption of energy drinks such as Red Bull and Cloud 9 have increased in pubs and bars in India. The popularity of pubs, bars, clubs and lounges (PBCL) in India has grown considerably over the past few years. This growth has been majorly driven by the changing lifestyles in India. The surging social gatherings and the culture of

clubbing and partying has grown majorly amongst the young working population of the country. Pubs and bars in India offer energy drinks to their customers, which are majorly consumed mixed with vodkas. The PBCL market in India has grown at a CAGR of 17.4% from 2007-2012. The PBCL market in India witnessed revenues worth USD 1,934.3 million in 2012 which has grown from USD 867.0 million in 2007.

Energy drinks in the country are supplied through several distribution channels of which the traditional trade has enjoyed popularity as the preferred medium for the purchase of energy drinks in India. The traditional trade contributed a share of ~% to the energy drink market of India in 2012 while the new channel development which included pubs, bars and lounges contributed a share of ~% to the energy drink market in India in 2012.

The energy drink market is dominated by Red Bull with a market share of ~% in 2012. Red Bull is widely available in supermarkets, hypermarkets and in the general retail stores in the country. Red Bull is also offered by several pubs, clubs and lounges in the country. Red Bull has a strong distribution channel in the Indian market and has its reach all across the country.

The booming fitness industry driven by the increasing number of gyms in the country is also likely to contribute to the growth of India sports drinks market in the coming years. The energy and sports drinks market with consumers at play which include the sports professionals and the gym goers is likely to grow at a CAGR of 13.9% during 2012-2017. The rising awareness about fitness and wellness benefits amongst the middle class segment of the population will encourage health club chains to expand their centers across the potential markets in India. The energy and sports drinks market in India is projected to grow at a CAGR of 17.8% during 2012-2017.

## **KEY TOPICS COVERED IN THE REPORT**

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

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

India energy drinks market segmentation by distribution channel (Traditional retail stores, pubs, bars, clubs and lounges, hypermarkets and supermarkets)

Trends and Developments and Government regulations in the sports and energy

market in India

Competitive landscape and company profiles of the major brands and players operating in energy drinks market (Red Bull, Tzinga, Gatorade and others)

Retail survey involving customer profile and preference for energy drinks and sports drinks in India

Future projections and macro economic factors of the India 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. INDIA ENERGY AND SPORTS DRINKS MARKET INTRODUCTION**

### **4. INDIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012**

### **5. INDIA ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY FUNCTIONALITY, 2007-2012**

5.1. For Consumers at Work, 2007-2017

5.2. For Consumers at Leisure, 2007-2017

5.3. For Consumers at Play, 2007-2017

### **6. INDIA ENERGY DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012**

6.1. For Traditional Trade, 2007-2017

6.2. For New Channel Development, 2007-2017

6.3. For Modern Trade, 2007-2017

### **7. INDIA SPORTS DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012**

7.1. For Traditional Trade, 2007-2017

7.2. For New Channel Development, 2007-2017

7.3. For Modern Trade, 2007-2017

### **8. FOOD AND GOVERNMENT REGULATIONS IN INDIA ENERGY AND SPORTS DRINKS MARKET**

### **9. INDIA ENERGY AND SPORTS DRINKS MARKET TRENDS AND DEVELOPMENTS**

Augmenting Impact of Social Media

Rising Popularity of Energy Drinks in Pubs and Bars  
Surging Fitness Industry in India

## **10. MARKET SHARE OF MAJOR PLAYERS IN INDIA ENERGY DRINK MARKET, 2012**

## **11. RETAIL SURVEY ON ENERGY AND SPORTS DRINKS IN INDIA**

### 11.1. Analysis and Interpretation of the Questionnaire

Brand Preference of Consumers for Energy Drinks

Proportion of Males and Females Purchasing Energy and Sports Drink

Age-Wise Consumer Preference for Energy and Sports Drink

Customer Preference for Sports Drink Flavors in India

Factors Influencing Consumer Preference for Energy and Sports Drink

Packaging Preference of Customers Purchasing Energy and Sports Drink

## **12. COMPANY PROFILES OF MAJOR PLAYERS IN INDIA ENERGY AND SPORTS DRINKS**

### 12.1. Red Bull GmbH

12.1.1. Company Overview

12.1.2. Financial Performance

12.1.3. Business Strategy

### 12.2. PepsiCo Inc.

12.2.1. Company Overview

12.2.2. Financial Performance

12.2.3. Business Strategy

### 12.3. Hector Beverages Pvt. Ltd

12.3.1. Company Overview

12.3.2. Business Strategy

## **13. INDIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

## **14. INDIA ENERGY AND SPORTS DRINKS MARKET MACRO-ECONOMIC FACTORS**

14.1. Youth Population in India (Aged 15-44 Years), 2007-2017

14.2. Personal Disposable Income, 2007-2017

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

14.4. India Pubs, Bars, Clubs and Lounges Market Size, 2007-2017

## **15. ASIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

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

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

## **16. APPENDIX**

16.1. Market Definitions

16.2. Abbreviations

16.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

16.4. 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: India Energy and Sports Drinks Market Segmentation by Functionality on the Basis of Revenue in Percentage, 2007-2012

Figure 3: India Energy and Sports Drinks Market Size for Consumers at Work on the Basis of Revenue in USD Million, 2007-2012

Figure 4: India Energy and Sports Drinks Market Future Projections for Consumers at Work on the Basis of Revenue in USD Million, 2013-2017

Figure 5: India Energy and Sports Drinks Market Size for Consumers at Leisure on the Basis of Revenue in USD Million, 2007-2012

Figure 6: India Energy and Sports Drinks Market Future Projections for Consumers at Leisure on the Basis of Revenue in USD Million, 2013-2017

Figure 7: India Energy and Sports Drinks Market Size for Consumers at Play on the Basis of Revenue in USD Million, 2007-2012

Figure 8: India Energy and Sports Drinks Market Future Projections for Consumers at Play on the Basis of Revenue in USD Million, 2013-2017

Figure 9: India Energy Drink Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012

Figure 10: India Energy Drink Market Size for with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 11: India Energy Drink Market Future Projections with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 12: India Energy Drink Market Size with New Channel Development as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 13: India Energy Drink Market Future Projections with New Channel Development as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 14: India Energy Drink Market Size with Modern Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 15: India Energy Drink Market Future Projections with Modern Trade as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 16: India Sports Drink Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012

Figure 17: India Sports Drink Market Size with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 18: India Sports Drink Market Future Projections with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 19: India Sports Drink Market Size with New Channel Development as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 20: India Sports Drink Market Future Projections with New Channel Development as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 21: India Sports Drink Market Size with Modern Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 22: India Sports Drinks Market Future Projections with Modern Trade as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 23: Market Share of Major Players in India Energy Drink Market on the Basis of Revenue in Percentage, 2012

Figure 24: Key Energy Drink Brands Preferred by the Consumers in India

Figure 25: Proportion of Males and Females Prefer Consuming Energy Drinks in India

Figure 26: Age-wise Consumer Preference of Energy and Sports Drinks in India

Figure 27: Preferred Flavor for Sports Drink (Gatorade) in India

Figure 28: Factors on the Basis of which Consumers Choose Energy and Sports Drinks

Figure 29: Packaging Preference of Customers for Energy and Sports Drinks in India

Figure 30: Revenue Generated by PepsiCo's Asia, Middle East and Africa (AMEA) Operating Segment in USD Million, 2007-2012

Figure 31: Youth Population in India Aged 15-44 years in Million, 2007-2017

Figure 32: Personal Disposable Income in India in USD Million, 2007-2017

Figure 33: India Consumer Expenditure on Food, Beverages and Tobacco in USD Million, 2007-2017

Figure 34: India PBCL Market Size in USD Million, 2007-2017

Figure 35: 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: India Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012

Table 2: Operational Status of Sports Drink Brands in India by Variants and Packaging, 2012

Table 3: Key Energy Drinks Brands in India by Variants, Packaging, Price and Promotional Activities, 2012

Table 4: Product Details of Red Bull Energy Drink, 2012

Table 5: Revenue Generated by Red Bull GmbH from Red Bull Energy Drink, 2011-2012

Table 6: Product Details of Gatorade Sports Drink, 2012

Table 7: Product Details of Tzinga Energy Drink Produced by Hector Beverages, 2012

Table 8: India Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Table 9: Cause and Effect Relationship between Industry Factors and Asia Energy and Sports Industry Prospects

Table 10: Correlation Matrix for India Energy and Sports Drinks Market

Table 11: Regression Coefficients Output

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