

Japan Energy and Sports Drink Market Outlook to 2017 – Quasi Drug Energy Drinks Market to Drive the Future Growth

<https://marketpublishers.com/r/J5A56832103EN.html>

Date: November 2013

Pages: 78

Price: US\$ 800.00 (Single User License)

ID: J5A56832103EN

Abstracts

The industry research publication titled 'Japan Energy and Sports Drink Market Outlook to 2017 – Quasi Drug Energy Drinks Market to Drive the Future Growth' presents a comprehensive analysis of market size by value of sports, quasi drug energy drinks and energy drinks in Japan. The report entails the market share analysis and company profiles of major players in energy, sports drinks and quasi drug energy drinks. The future analysis and segmentation by functionality and distribution channel have also been discussed in each of the sub-segment.

Sports play a significant role in the Japanese culture. Traditional sports such as sumo and martial arts as well as western sports such as baseball and football are popular in the country. Martial arts such as judo, karate and modern kendo are also widely practiced at a large scale in the country thereby leading to an escalated demand for the sports drinks. Football has also gained wide popularity in the country with several sports and energy drinks companies associated with the sport.

The total energy and sports drinks market in Japan has grown at a CAGR of 4.9% during 2007-2012. Japan energy and sports drinks market witnessed revenues worth USD ~ million in 2012, growing from USD ~ million in 2007. Japan is the leading market for energy and sports drinks in Asia and held a contribution of ~% in 2012.

Quasi drug energy drink market in Japan has grown at a CAGR of 3.7% during 2007-2012. These drinks are generally consumed as a nutritional supplement by middle-aged male workers who require a special energy boost during their working hours to cure physical fatigue, loss of appetite and can also be consumed during sickness. Drug stores form the leading distribution channel for the distribution of quasi drug energy

drinks in Japan. The revenue generated from quasi drug energy drink market in the country reached USD ~ million in 2012 growing from USD ~ million in 2007. The quasi drug energy drinks market is largely dominated by Lipovitan D with a share of ~% in 2012. The second leading player in the quasi drug energy drinks market is Alinamin with a contribution of ~% to the quasi energy drink market in Japan followed by Tiovita energy drink.

Sports drinks in Japan are sold mainly through supermarkets, convenience stores and vending machines. The sports drink market in Japan is dominated by hypermarkets and supermarkets, which contributed a share of ~% to the sports drinks market in 2012. The sports drink market in 2012 was led by Aquarius with ~% market share. Aquarius sports drink is manufactured by Coca Cola and was first introduced in Japan and is also sold in different countries which include Brazil, Chile, Hong Kong, Singapore and other countries.

The energy and sports drinks market in Japan is estimated to be worth USD 7,269.3 million in 2017. It is expected that the energy drinks will register strong sales owing to rising stressful working conditions amongst the working population of the country.

KEY TOPICS COVERED IN THE REPORT

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

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

Japan energy drinks, quasi drug energy drinks and sports drinks market segmentation by distribution channel (drug stores, convenience stores, hypermarkets and supermarkets)

Trends and developments in the energy and sports drink market of Japan.

Competitive landscape and company profiles of the major brands and players operating in energy drinks, quasi drug energy drinks and sports drinks market (Lipovitan D, Alinamin, Tiovita, Oronamin C, Dekavita C, Red Bull, Match, Aquarius, Pocari Sweat, Love sports from Kirin, Super H2O, VAAM, Amino vital)

Future projections and macro economic factors of the Japan sports and energy

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