

South Korea Energy and Sports Drink Market Outlook to 2017 – Driven by Surging Health Awareness

<https://marketpublishers.com/r/S2CDB39372BEN.html>

Date: November 2013

Pages: 61

Price: US\$ 700.00 (Single User License)

ID: S2CDB39372BEN

Abstracts

The industry research publication titled 'South Korea Energy and Sports Drink Market Outlook to 2017 – Driven by Surging Health Awareness' presents a comprehensive analysis of market size by value of sports and energy drinks in South Korea. The report entails the market share analysis and company profiles of major players 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 fitness industry in South Korea has witnessed a substantial growth due to rising awareness for fitness and health among the people. The increasing interest of the people towards health and wellness has created new trends in the consumption pattern for food and beverages market in the country. In order to stay healthy and fit, people are shifting their spending to healthier foods and beverages. The major sports drinks that are sold in the country include Powerade, Gatorade and Pocari Sweat.

The energy and sports drinks market has grown at a CAGR of 11.1% during 2007-2012. These drinks are majorly consumed by the health conscious population in the country. Since these drinks help in replenishing lost body fluids after exercise, they are majorly consumed by the professional sports people, gym enthusiasts and people who are engaged in sports activities as a part of their hobby. A continuous rise in awareness of healthy lifestyles has contributed to the increasing purchase of sports drinks.

The sports and energy drinks are sold through three main distribution channels in South Korea, which include supermarkets and hypermarkets, convenience stores and drug stores, and pharmaceutical stores. The biggest channels for sales in this market have been the convenience stores and hypermarkets. The sales of sports and energy drinks from convenience stores were valued at USD ~ million in 2012, and these stores were

the leading distribution channel for sports and energy drinks with a share of ~% to the total revenue generated by the sports and energy drinks market in 2012.

Bacchus energy drinks brand in South Korea, held a market share of ~% in 2012. Bacchus energy drink is produced by Dong-A pharmaceuticals. The Company has witnessed fierce competition in the energy drink market from other brands such as Red Bull, Vita500 and Hot6. Bacchus energy drink was introduced in 1963 and is one of the most famous energy drinks among the people of South Korea.

The rapid spread of urban retail formats and the surging personal disposable incomes are likely to drive the sales of energy and sports drinks market in South Korea in the coming years. The energy and sports drinks market in the country is projected to grow at a CAGR of 12.4% during 2012-2017, and is expected to witness revenue worth USD ~ million by 2017.

KEY TOPICS COVERED IN THE REPORT:

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

South Korea energy and sports drinks market segmentation by consumers (casual sports and energy drink users, lifestyle users and athletes)

South Korea energy drinks market segmentation by distribution channel (convenience stores, hypermarkets and supermarkets, drug stores and pharmaceuticals and online retailing)

Trends and Developments and Government regulations in the sports and energy market in South Korea

Competitive landscape and company profiles of the major brands and players operating in energy and sports drinks market (Bacchus, Hot Six, Vita 500, Red Bull, Xcocas, Powerade, Gatorade and Pocari Sweat)

Future projections and macro economic factors of South Korea sports and energy drinks market

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