

Thailand Energy and Sports Drink Market Outlook to 2017 - Driven by Organized Food and Beverage Retail Sector

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Abstracts

The industry research publication titled 'Thailand Energy and Sports Drink Market Outlook to 2017 –Driven by Organized Food and Beverage Retail Sector' presents a comprehensive analysis of market size by value of sports and energy drinks in Thailand. 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 energy and sports drinks market in Thailand has gained momentum over the past five years. The growing health and wellness trends in the country have driven the non-alcoholic beverages market. The increasing consumer expenditure on food and beverage products and changing consumer preferences have been the major factors responsible for the growth of non-alcoholic drinks market in Thailand. The key non-alcoholic beverages include carbonates, fruit juices, bottled water, energy and sports drinks and ready to drink tea and coffee.

Thailand has one of the most dynamic food and beverages markets in Asia. Hypermarkets and convenience stores play a major role in the distribution of non-alcoholic beverages such as fruit juices, ready to drink teas, flavored milk drinks, soy beverages, carbonated drinks, sports drinks and energy drinks. The total sports and energy drinks market sales grew at a CAGR of 9.2% during 2007-2012. Thailand energy and sports drinks market recorded revenue worth USD ~ million in 2012 which has grown from USD ~ million in 2007.

Convenience stores, hypermarkets and supermarkets form an essential distribution

channel for the sales of energy and sports drinks in Thailand. The main energy drinks which are sold in these markets include M-150, Red Bull, Gatorade, Sponsor and Carabao Dang. The key supermarket and hypermarket chains in Thailand are Siam Makro, Big C supercentre, Tesco Lotus, Tops supermarket and Carrefour. These stores offer a wide variety of products under a single roof. The energy drink market in Thailand is dominated by hypermarkets and supermarkets. These stores held a contribution of ~% to the total energy and sports drinks market of Thailand in 2012.

The rising healthcare awareness has encouraged more people to join fitness centers and has resulted in increased consumption of functional drinks such as sports drinks in the country. The key brands that dominate the sports drinks market of Thailand include Sponsor, M-Sport and Gatorade sports drink. These sports drinks help in replenishing essential fluids that are lost during physical exercise and sports activities, and re-hydrate the body efficiently.

The demand for energy and sports drinks in Thailand will continue to grow in the coming years on account of increasing trend to lead a healthy lifestyle amongst the young working population. The energy and sports drinks market is estimated to grow at a CAGR of 14.4% 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 Thailand energy and sports drinks market size in terms of value in the last 5 years (2007 - 2012)

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

Thailand energy drinks market segmentation by distribution channel (hypermarkets and supermarkets, convenience stores and independent retailers)

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

Competitive landscape and company profiles of the major brands and players operating in energy and sports drinks market (M-150, Carabao Dang, Red Bull, Wrangyer, Sponsor, Gatorade, M-Sport and others)

Future projections and macro economic factors of Thailand sports and energy drinks market

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