

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

Contents

1. ASIA ENERGY AND SPORTS DRINKS MARKET INTRODUCTION

2. ASIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

3. THAILAND ENERGY AND SPORTS DRINKS MARKET INTRODUCTION

4. THAILAND ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

5. THAILAND ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY FUNCTIONALITY, 2007-2012

5.1. For Consumers at Work, 2007-2017

5.2. For Consumers at Play, 2007-2017

5.3. For Consumers at Leisure, 2007-2017

6. THAILAND ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012

6.1. For Supermarkets and Hypermarkets, 2007-2017

6.2. For Convenience Stores, 2007-2017

6.3. For Independent Retailers, 2007-2017

6.4. For Others (Small Conventional Retail Stores, Vending Machines and Traditional Departmental Stores, 2007-2017)

7. FOOD AND GOVERNMENT REGULATIONS IN THAILAND ENERGY AND SPORTS DRINKS MARKET

8. THAILAND ENERGY AND SPORTS DRINKS MARKET TRENDS AND DEVELOPMENTS

Growth in the Food and Beverage Retail Sector

Surge in Food and Beverage Expenditure

9. MARKET SHARE OF MAJOR PLAYERS IN THAILAND ENERGY AND SPORTS DRINKS MARKET, 2007-2012

- 9.1. Market Share of Major Players in Thailand Energy Drink Market, 2012
- 9.2. Market Share of Major Players in Thailand Sports Drink Market, 2012

10. COMPANY PROFILES OF MAJOR PLAYERS IN THAILAND ENERGY AND SPORTS DRINKS MARKET

- 10.1. Osotspa Co.Ltd
 - 10.1.1. Company Overview
 - 10.1.2. Business Strategy
- 10.2. Carabao Tawandang Co. Ltd
 - 10.2.1. Company Overview
 - 10.2.2. Business Strategy
- 10.3. Serm Suk Public Company Limited
 - 10.3.1. Company Overview
 - 10.3.2. Financial Performance
 - 10.3.3. Business Strategy
- 10.4. TC Pharmaceuticals Industries Co. Ltd
 - 10.4.1. Company Overview
 - 10.4.2. Business Strategy

11. THAILAND ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

12. THAILAND ENERGY AND SPORTS DRINKS MARKET MACRO-ECONOMIC FACTORS

- 12.1. Urban Population, 2007-2017
- 12.2. Gross Domestic Product, 2007-2017
- 12.3. Food and Beverage Retail Sales, 2007-2017

13. ASIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

- 13.1. Cause and Effect Relationship between Industry Factors and Asia Energy and Sports Drinks Market
- 13.2. Asia Energy and Sports Drinks Market Future Outlook and Projections, 2013-2017

14. APPENDIX

14.1. Market Definitions

14.2. Abbreviations

14.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

14.4. 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: Thailand Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012

Figure 3: Thailand Energy and Sports Drinks Market Segmentation by Functionality on the Basis of Revenue in Percentage, 2007-2012

Figure 4: Thailand Energy and Sports Drinks Market Size for Consumers at Work on the Basis of Revenue in USD Million, 2007-2012

Figure 5: Thailand Energy and Sports Drinks Market Future Projections for Consumers at Work on the Basis of Revenue in USD Million, 2013-2017

Figure 6: Thailand Energy and Sports Drinks Market Size for Consumers at Play on the Basis of Revenue in USD Million, 2007-2012

Figure 7: Thailand Energy and Sports Drinks Market Future Projections for Consumers at Play on the Basis of Revenue in USD Million, 2013-2017

Figure 8: Thailand Energy and Sports Drinks Market Size for Consumers at Leisure on the Basis of Revenue in USD Million, 2007-2012

Figure 9: Thailand Energy and Sports Drinks Market Future Projections for Consumers at Leisure on the Basis of Revenue in USD Million, 2013-2017

Figure 10: Thailand Energy Drink Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012

Figure 11: Thailand Energy Drink Market Size with Supermarkets and Hypermarkets as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 12: Thailand Sports Drink Market Future Projections with Supermarkets and Hypermarkets as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 13: Thailand Energy Drink Market Size with Convenience Stores as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 14: Thailand Sports Drink Market Future Projections with Convenience Stores as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 15: Thailand Energy Drink Market Size with Independent Retailers as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

Figure 16: Thailand Sports Drink Market Future Projections with Independent Retailers as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

Figure 17: Thailand Energy Drink Market Size with Others as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012

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

Figure 19: Market Share of Major Brands in Thailand Energy Drink Market on the Basis of Revenue in Percentage, 2012

Figure 20: Market Share of Major Brands in Thailand Sports Drink Market on the Basis of Revenue in Percentage, 2012

Figure 21: Revenue generated by Serm Suk Public Company Limited in USD Million, 2007-2012

Figure 22: Thailand Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 23: Thailand Urban Population in Million, 2007-2017

Figure 24: Thailand GDP in USD Million, 2007-2017

Figure 25: Food and Beverage Retail Sales in Thailand in USD Million, 2007-2017

Figure 26: 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: Key Food and Beverage Retailers in Thailand, 2011

Table 2: Number of Convenience Stores in Thailand, 2008-2011

Table 3: Classification of Food in Thailand as Per the Government Regulations, 2012

Table 4: Food and Beverage Retail Sales in Thailand in USD Million, 2008-2012

Table 5: Key Energy and Sports Drinks Produced by Osotspa Co Ltd, 2012

Table 6: Product Description of Carabao Dang Energy Drink, 2012

Table 7: Key Energy Drinks Produced by Serm Suk Public Company Limited, 2012

Table 8: Key Energy and Sports Drinks Produced by TC Pharmaceuticals, 2012

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

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

Table 11: Regression Coefficients Output

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