

Energy Drinks in Iran

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Abstracts

Consumption of energy drinks remained marginal in 2016 as this type of product remains an alien concept for many consumer groups. Male adults between 15 and 30 years old with higher than average disposable incomes remained the main targets in 2016. Although this low base resulted in relatively high growth, the general stagnation in the economy and overall decline in consumer purchasing power prevented the category from fulfilling its potential and it therefore witnessed relatively low volume gro...

Euromonitor International's Energy Drinks in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Energy Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Decline in Purchasing Power Negatively Impacts Growth in 2016

Low Base Remains the Key Reason for Growth in Many Categories

Domestic Production Remains Popular, Even for Multinational Brands

the Launch of Innovative Juice Packaging by Zarin Jam Marina Is Expected To Have A Major Impact

Healthy Growth Predicted for the Forecast Period If the Political/economic Situation Improves

Market Data

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