

Functional Drinks - Germany

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Abstracts

Energy drinks received a lot of bad press in 2009; in particular, Red Bull Deutschland GmbH was prohibited from selling its newly introduced Red Bull Cola in five German states after it was discovered it contained traces of cocaine. After further tests and a verdict that the traces were too minimal to cause any harm to consumers, this ban was lifted after three months in late August 2009.

Euromonitor International's Functional Drinks in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2005-2009), 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 2014 illustrate how the market is set to change.

Product coverage: Elixirs, Energy Drinks, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft Drinks industry;

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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