

# Functional Drinks - Vietnam

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## Abstracts

Unlike other soft drink drinks, functional drinks especially sports drinks have a smaller group of targeted consumers. These drinks help the body to speed up water absorption and are best used when needing urgent fluid replacement, therefore, they aim for groups of consumers who have to exercise drastically such as professional sports players or regular exercise takers. Vietnamese people do not have the habit of exercising regularly so sports drinks are not very popular in the country. Energy...

Euromonitor International's Functional Drinks in Vietnam 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 and Santiago 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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