

Sports and Energy Drinks in Belarus

<https://marketpublishers.com/r/S662DA50B6BEN.html>

Date: March 2014

Pages: 24

Price: US\$ 900.00 (Single User License)

ID: S662DA50B6BEN

Abstracts

The popularity of energy drinks continued to increase among the young generation. Energy drinks is often consumed in cafés and night clubs, as an alternative to alcoholic drinks. The category is regulated by the Belarusian health authorities. According to legislation by the Belarusian Ministry of Health, dated 1 March 2005, energy drinks must contain no more than two energy-boosting components, such as taurine, guarana or caffeine. All components must be of natural origin and their...

Euromonitor International's Sports and Energy Drinks in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2009-2013), 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 2018 illustrate how the market is set to change.

Product coverage: 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 Sports and 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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