

# Sports and Energy Drinks in Colombia

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## Abstracts

During 2013, sports and energy drinks grew 12% in volume, but only 5% in current value. This gap between the two growth rates was due primarily to energy drinks, which accounted for 16% of total volume and saw a movement from high-priced to low-priced products in 2012 and 2013. In May of 2012, Quala launched Vive 100, a low-priced product, which transformed the energy drinks category. Before Vive 100, energy drinks basically comprised premium products, which were consumed during parties and at...

Euromonitor International's Sports and Energy Drinks in Colombia 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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