+44 20 8123 2220
info@marketpublishers.com

Sports and Energy Drinks in Cameroon

https://marketpublishers.com/r/SDB07F30CF0EN.html
Date: May 2014
Pages: 19
Price: US$ 900.00 (Single User License)
ID: SDB07F30CF0EN

Abstracts

Sports and energy drinks continued to be dominated by energy drinks in Cameroon in 2013, with sales of sports drinks negligible due to low consumer awareness and lack of availability. Consequently, sales continued to be hampered by a limited consumer base, in part as a result of low advertising activities among the main operators, and also low interest among the target consumer base. However, 2013 witnessed a change in this category as SABC added a new brand, XXL Energy, to the competition...

Euromonitor International's Sports and Energy Drinks in Cameroon 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;

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Off-trade Sales of Sports and Energy Drinks by Category: Volume 2008-2013
Table 2 Off-trade Sales of Sports and Energy Drinks by Category: Value 2008-2013
Table 3 Off-trade Sales of Sports and Energy Drinks by Category: % Volume Growth 2008-2013
Table 4 Off-trade Sales of Sports and Energy Drinks by Category: % Value Growth 2008-2013
Table 5 NBO Company Shares of Off-trade Sports and Energy Drinks: % Volume 2009-2013
Table 6 LBN Brand Shares of Off-trade Sports and Energy Drinks: % Volume 2010-2013
Table 7 NBO Company Shares of Off-trade Sports and Energy Drinks: % Value 2009-2013
Table 8 LBN Brand Shares of Off-trade Sports and Energy Drinks: % Value 2010-2013
Table 9 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Volume 2013-2018
Table 10 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Value 2013-2018
Table 11 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Volume Growth 2013-2018
Table 12 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Value Growth 2013-2018
Executive Summary
Soft Drinks Continues To Record Strong Growth Amidst Fierce Competitiion
Smaller Pack Sized Pet Format Continues To Gain Popularity
Domestic Players Lead Sales
Off-trade Continues To Caharacterise Soft Drinks Distribution
Good Growth Expected Over the Forecast Period
Market Data
Table 13 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2008-2013
Table 14 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2008-2013

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2008-2013
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2008-2013
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2013
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2013
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2013
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2013
Table 21 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2008-2013
Table 22 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2008-2013
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2008-2013
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2008-2013
Table 25 NBO Company Shares of Off-trade Soft Drinks (as sold): % Volume 2009-2013
Table 26 LBN Brand Shares of Off-trade Soft Drinks (as sold): % Volume 2010-2013
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2009-2013
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2010-2013
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2009-2013
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2010-2013
Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2013
Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2013-2018
Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2013-2018
Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2013-2018
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2013-2018
Table 36 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2013-2018
Table 37 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2013-2018
Table 38 Forecast Off-trade Sales of Soft Drinks by Category: Value 2013-2018
Table 39 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2013-2018
Sources

+44 20 8123 2220
info@marketpublishers.com

Summary 1 Research Sources

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Sports and Energy Drinks in Cameroon
Product link: https://marketpublishers.com/r/SDB07F30CF0EN.html
Price: US$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/SDB07F30CF0EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970