

# Sports and Energy Drinks in India

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## Abstracts

Sports and energy drinks continued to welcome new manufacturers including JK Ansell Ltd (Raymond Group Company), Monster Energy Drink, and K.G. Functional Beverages Pvt Ltd in 2012 and 2013. Many manufacturers introduced new products to tap into the double-digit growth in energy drinks. Most of the companies including KG Functional Beverages Pvt Ltd targeted urban consumers who look for instant energy solutions. In addition, companies promoted their brands by associating with the sport events...

Euromonitor International's Sports and Energy Drinks in India 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.

## 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 Leading Flavours for Off-trade Sports and Energy Drinks: % Volume Breakdown 2008-2013

Table 6 NBO Company Shares of Off-trade Sports and Energy Drinks: % Volume 2009-2013

Table 7 LBN Brand Shares of Off-trade Sports and Energy Drinks: % Volume 2010-2013

Table 8 NBO Company Shares of Off-trade Sports and Energy Drinks: % Value 2009-2013

Table 9 LBN Brand Shares of Off-trade Sports and Energy Drinks: % Value 2010-2013

Table 10 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Volume 2013-2018

Table 11 Forecast Off-trade Sales of Sports and Energy Drinks by Category: Value 2013-2018

Table 12 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Volume Growth 2013-2018

Table 13 Forecast Off-trade Sales of Sports and Energy Drinks by Category: % Value Growth 2013-2018

Coca-Cola India Pvt Ltd in Soft Drinks (india)

Strategic Direction

Key Facts

Summary 1 Coca-Cola India Pvt Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Coca-Cola India Pvt Ltd: Competitive Position 2013

Executive Summary

Soft Drinks Records Further Growth in Value Sales

Launch of New Flavours Maintain Consumers' Interest Amidst Slowdown

Competition Between Coca-Cola and PepsiCo Becomes More Aggressive

Modern Retailers Gain Further Popularity

Sustained Sales Likely To Record Steady Growth in Sales

Key Trends and Developments

Manufacturers Focus on Introducing New Flavours

Celebrity Endorsements Remain As Popular Promotional Tool

Modern Retail Gains Further Popularity

East and Northeast India

North India

South India

West India

Rural Vs Urban Key Trends and Developments

Trends

Competitive Landscape

Prospects

Market Data

Table 14 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2008-2013

Table 15 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2008-2013

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2008-2013

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2008-2013

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 (as sold) by Category: % Volume 2013

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2013

Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2013

Table 22 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2008-2013

Table 23 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2008-2013

Table 24 Off-trade Sales of Soft Drinks by Category: Value 2008-2013

Table 25 Off-trade Sales of Soft Drinks by Category: % Value Growth 2008-2013

Table 26 Off-trade Sales of Soft Drinks (as sold) by Region: Volume 2008-2013

Table 27 Off-trade Sales of Soft Drinks (as sold) by Region: % Volume Growth 2008-2013

Table 28 Off-trade Sales of Soft Drinks (as sold) by Region: Value 2008-2013

Table 29 Off-trade Sales of Soft Drinks (as sold) by Region: % Value Growth  
2008-2013

Table 30 Off-trade Sales of Soft Drinks (as sold) by Rural vs Urban: % Volume 2013

Table 31 On-trade Sales of Soft Drinks (as sold) by Region: Volume 2008-2013

Table 32 On-trade Sales of Soft Drinks (as sold) by Region: % Volume Growth  
2008-2013

Table 33 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2009-2013

Table 34 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2010-2013

Table 35 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2009-2013

Table 36 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2010-2013

Table 37 NBO Company Shares of Off-trade Soft Drinks (as sold): % Volume  
2009-2013

Table 38 LBN Brand Shares of Off-trade Soft Drinks (as sold): % Volume 2010-2013

Table 39 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2009-2013

Table 40 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2010-2013

Table 41 NBO Company Shares of Off-trade Soft Drinks: % Value 2009-2013

Table 42 LBN Brand Shares of Off-trade Soft Drinks: % Value 2010-2013

Table 43 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %  
Volume 2013

Table 44 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel:  
Volume 2013-2018

Table 45 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: %  
Volume Growth 2013-2018

Table 46 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2013-2018

Table 47 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2013-2018

Table 48 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume  
2013-2018

Table 49 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume  
Growth 2013-2018

Table 50 Forecast Off-trade Sales of Soft Drinks by Category: Value 2013-2018

Table 51 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2013-2018

Table 52 Forecast Off-trade Sales of Soft Drinks (as sold) by Region: Volume  
2013-2018

Table 53 Forecast Off-trade Sales of Soft Drinks (as sold) by Region: % Volume  
Growth 2013-2018

Table 54 Forecast Off-trade Sales of Soft Drinks (as sold) by Region: Value 2013-2018

Table 55 Forecast Off-trade Sales of Soft Drinks (as sold) by Region: % Value Growth 2013-2018

Table 56 Forecast On-trade Sales of Soft Drinks (as sold) by Region: Volume 2013-2018

Table 57 Forecast On-trade Sales of Soft Drinks (as sold) by Region: % Volume Growth 2013-2018

Appendix

Fountain Sales in India

Market Data

Table 58 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 59 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 60 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 61 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 62 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 63 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

Table 64 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 65 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

Sources

Summary 3 Research Sources

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