

# Sports and Energy Drinks in Russia

<https://marketpublishers.com/r/SA6945BBF2CEN.html>

Date: September 2014

Pages: 32

Price: US\$ 900.00 (Single User License)

ID: SA6945BBF2CEN

## Abstracts

Throughout 2013 sports and energy drinks continued to post strongest growth among soft drinks increasing by 22% in volume. The main driver for growth continued to be decreasing average unit price which brought turbulence to the market. Unit price continued to decrease due to discounting policies (related to severe competition) and introduction of cheaper brands.

Euromonitor International's Sports and Energy Drinks in Russia 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

Executive Summary

Soft Drinks Maintains Growth in Russia

Health and Wellness Is A Developing Trend

Multinational Companies Lead Soft Drinks

Supermarkets and Hypermarkets Continue To Develop

Positive Future Performance Expected

Key Trends and Developments

Soft Drinks Continues To Grow in Russia

Growing Health Concerns Drive the Market

## Private Label Strengthens Competitiveness

### City Key Trends and Developments

Moscow

St Petersburg

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

Table 27 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2010-2013

Table 28 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2009-2013

Table 29 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2010-2013

Table 30 NBO Company Shares of Off-trade Soft Drinks (as sold): % Volume 2009-2013

Table 31 LBN Brand Shares of Off-trade Soft Drinks (as sold): % Volume 2010-2013

Table 32 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2009-2013

Table 33 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2010-2013

Table 34 NBO Company Shares of Off-trade Soft Drinks: % Value 2009-2013

Table 35 LBN Brand Shares of Off-trade Soft Drinks: % Value 2010-2013

Table 36 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2013

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2013-2018

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: %

## Volume Growth 2013-2018

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2013-2018

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2013-2018

Table 41 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2013-2018

Table 42 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2013-2018

Table 43 Forecast Off-trade Sales of Soft Drinks by Category: Value 2013-2018

Table 44 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2013-2018

Table 45 Forecast Off-trade Sales of Soft Drinks (as sold) by City: Volume 2013-2018

Table 46 Forecast Off-trade Sales of Soft Drinks (as sold) by City: % Volume Growth 2013-2018

Table 47 Forecast Off-trade Sales of Soft Drinks (as sold) by City: Value 2013-2018

Table 48 Forecast Off-trade Sales of Soft Drinks (as sold) by City: % Value Growth 2013-2018

## Appendix

### Fountain Sales in Russia

#### Market Data

Table 49 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 50 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 51 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 52 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 53 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 54 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

Table 55 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 56 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

## Definitions

## Sources

## Summary 1 Research Sources

## I would like to order

Product name: Sports and Energy Drinks in Russia

Product link: <https://marketpublishers.com/r/SA6945BBF2CEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SA6945BBF2CEN.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**

Customer 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