

Sports and Energy Drinks - Italy

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A key recent trend in sports and energy drinks has been increased consumption night-time consumption of energy drinks in the on-trade channel. That is due to the increasing use of these products as mixers with juices and, more importantly, alcoholic drinks.

Euromonitor International's Sports and Energy Drinks in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2006-2010), 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 2015 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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