

Sports and Energy Drinks in Malaysia

URL:	https://marketpublishers.com/r/S92FD82638FEN.html
Date:	June 26, 2014
Pages:	34
Price:	US\$ 900.00
ID:	S92FD82638FEN

In 2013, sports and energy drinks registered strong, but significantly slower, growth in off-trade volume and value terms. This was partly due to competition from other types of soft drinks, such as carbonates, RTD tea and RTD coffee. In addition, the limited range of products available in Malaysia hampered growth.

Euromonitor International's Sports and Energy Drinks in Malaysia 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.

Table of Content

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

Ace Canning Corp Sdn Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 1 Ace Canning Corp Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Ace Canning Corp Sdn Bhd: Competitive Position 2013

Spritzer Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 3 Spritzer Bhd: Key Facts

Summary 4 Spritzer Bhd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 5 Spritzer Bhd: Competitive Position 2013

Yeo Hiap Seng (m) Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 6 Yeo Hiap Seng (M) Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 7 Yeo Hiap Seng (M) Bhd: Competitive Position 2013

Executive Summary

Soft Drinks Continues To Grow in 2013

Non-carbonates Drive Sales Growth in 2013

Fraser & Neave Holdings Maintains Its Lead in Soft Drinks in 2013

Store-based Retailing Dominates the Distribution of Soft Drinks

Positive Outlook Is Driven by Non-carbonates

Key Trends and Developments

Rtd Tea and Rtd Coffee Picking Up Fast

Convenience Packaging Attracts Young People

Innovation and Product Variation Provide Keys To Growth

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

Appendix

Fountain Sales in Malaysia

Table 40 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 41 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 42 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2008-2013

Table 43 Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2008-2013

Table 44 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 45 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

Table 46 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: Volume 2013-2018

Table 47 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs Other Fountain On-trade: % Volume Growth 2013-2018

Sources

Summary 8 Research Sources

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