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Sports and Energy Drinks in Taiwan

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Abstracts

Off-trade value sales recovered from the 2011 plasticiser incident, when contaminated ingredients were found in sports and energy drinks in Taiwan. In response to this incident, manufacturers repackaged and ensured the safety of the drinks, which allowed consumers to regain confidence. Due to the rising health trend in Taiwan, more consumers started exercising, which strengthened the demand for sports drinks.

Euromonitor International's Sports and Energy Drinks in Taiwan 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;

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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.

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