

## Nicaragua Energy Drinks Category Profile - 2015

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### Summary

A competitively priced comprehensive overview of the Energy Drinks market.

### Key Findings

#### Why was the report written?

Available in over 80 country combinations the 2015 Energy Drinks Category Profile reports provide a comprehensive overview of the Energy Drinks markets. Compiled from Canadean's Global Soft Drinks report series, the reports offer a cost effective way of quickly gaining an understanding of industry dynamics and structure.

#### What is the current market landscape and what is changing?

The Energy Drinks Category Profiles report series provides an analysis of category trends in the current landscape - looking at both the key current and emerging trends.

#### What are the key drivers behind recent market changes?

The Energy Drinks Category Profiles report series provide an analysis of the drivers behind category performance in the respective markets, covering for example the impact of the economic environment, rising/falling consumer disposable income levels, pricing challenges, environmental issues etc.

#### What makes this report unique and essential to read?

The Energy Drinks Category Profile reports 2015 comprise of data tables, charts and supporting text. The reports are compiled from Canadean's extensive global soft drinks databases which are researched individually by country using our specialist researchers 'on the ground'. The Energy Drinks Category Profile reports provide an invaluable guide to latest trends.

### Synopsis

Data includes consumption volumes (million litres and litres per capita) from 2009 to 2014 plus forecasts to 2018.

Percentage markets shares are provided including segmentation data, packaging data and distribution 2013 and 2014 actuals, plus 2015 forecasts.

Leading companies' market shares for 2012, 2013 and 2014 are provided.

Where applicable, new products in 2014 are identified.

Supporting text includes commentary on current and emerging trends, segmentation, packaging, distribution, pricing/valuation and where applicable, functional products and private label.

## Reasons To Buy

The Nicaragua Energy Drinks Category Profile 2015 from Canadean provides a comprehensive overview of the Energy Drinks market in Nicaragua.

Category profile is a cost effective way of quickly gaining an understanding of the dynamics and structure of the market.

Available in over 80 country category combinations, making them ideal for comparisons between markets/categories.

## Table of Content

### 1 NICARAGUA ENERGY DRINKS CATEGORY PROFILE

- 1.1 Nicaragua Energy Drinks Key Facts 2014
- 1.2 Nicaragua Energy Drinks Commentary
- 1.3 Nicaragua Energy Drinks Data Tables

### 2 APPENDIX

- 2.1 Disclaimer
- 2.2 Methodology and Product Definitions

### LIST OF TABLES

- Table 1: Nicaragua Energy Drinks Consumption, 2009-2015F
- Table 2: Nicaragua Energy Drinks Consumption Forecast, 2016F-2018F
- Table 3: Nicaragua Energy Drinks Segments, 2013-2015F
- Table 4: Nicaragua Energy Drinks Packaging, 2013-2015F
- Table 5: Nicaragua Energy Drinks Distribution, 2013-2015F
- Table 6: Nicaragua Energy Drinks Leading Companies, 2012-2014
- Table 7: Grams per Liter
- Table 8: Centiliters per Liter

### LIST OF FIGURES

- Figure 1: Nicaragua Energy Drinks Leading Trademark Owners and Private Label, 2014
- Figure 2: Nicaragua Energy Drinks Consumption and Growth Chart, 2009-2018F

### COMPANIES MENTIONED

Leading companies within Packaged Water categories

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