

The 2023 Report on Sports and Energy Drinks: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of sports and energy drinks as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbott Nutrition, AJE, All Sport, Amp Energy, Arctico Beverage Company International, Inc., Asahi Soft Drinks Company, Britvic, Champion Nutrition, Cloud 9, Coca-Cola, D'angelo, Dr Pepper Snapple Group, Enerzal, EXTREME DRINKS Company, F&N Foods PTE, FRASER AND Neave Holdings BHD, FRUCOR Beverages, Ltd., Gatorade, Glanbia, GlaxoSmithKline, Goldwin Healthcare Private, Ltd., Gusto Organic, HANSEN'S NATURAL Corporation, Hansens, Kraft Foods Group, Labrada Nutrition, Love Sports, Monster Beverage, Nestl?, Osotspa Company, OTSUKA Holding Company, Ltd., Pacific Health Labs, PepsiCo, Powerade, Provexis, Red Bull, Rock Star, Staminade, Starbucks Coffee Company, Suntory Beverage & Food, and The Coca-Cola Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current

values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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