

Asia Pacific Caffeinated Beverage Market (2019-2025)

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Abstracts

The Asia Pacific Caffeinated Beverage Market is expected to grow at a CAGR of 8.3% during 2019 -2025. The China market dominated the Asia Pacific Caffeinated Beverage Market by Country 2018, and would continue to be a dominant market till 2025; thereby, growing at a CAGR of 6.1 % during the forecast period.

Rapid urbanization and an increase in the disposable income of the consumers have driven the growth of the ready meals market. Changes such as income levels, small family, busy lifestyle, growing number of working women, and most importantly, a shift from the rural to urban areas have driven the demand for easy to cook foods.

Additionally, an increase in the purchasing power of consumers in middle and lower-level countries has also contributed to the growing demand for ready to eat meals. A rise in income levels of consumers would significantly contribute to the growth of the ready meals market.

Consumption of energy beverages has become a status symbol, particularly for the youth. This form of consumer behaviour is expected to drive the overall demand further. In city areas, alcohol consumption mixed with these energy drinks is quite popular. In addition, some of the regular party goer's prefer mild alcoholic beverages, this has resulted in high demand for alcoholic energy beverages containing an average of about 2% to 5% alcohol by volume.

It is expected that the offline distribution channel will be the largest segment in the coming years. Branded products are expected to be available at convenience stores as the key factor influencing segment growth. Furthermore, increasing numbers of specialty stores, convenience stores, hypermarkets and supermarkets around the globe will promote the growth of the segment. Over the forecast period, the online channel is expected to be the fastest-growing segment.

It is projected that the energy drink segment will experience the highest growth rate over the forecast period. The key growth driving factor is the increased demand for these beverages due to a hectic lifestyle and increased health awareness. In addition, a separate section for these drinks will have a positive impact on productivity growth in

hypermarkets and supermarkets.

Based on Distribution Channel, the market is segmented into Online and Offline. Based on Product, the market is segmented into Carbonated soft drinks, Energy drinks, RTD Tea and coffee and Others. The report also covers geographical segmentation of Asia Pacific Caffeinated Beverage market. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key companies profiled in the report include Keurig Dr Pepper, Inc. (Dr Pepper Snapple Group), Monster Beverage Corporation, Nestle S.A., PepsiCo, Inc., Red Bull GmbH, Rockstar, Inc., Taisho Pharmaceuticals Holding Co. Ltd., The Coca-Cola Company, AriZona Beverages Company LLC and Innovation Ventures, LLC.

Scope of the Study

Market Segmentation:

By Distribution Channel

Online and

Offline

By Product

Carbonated soft drinks

Energy drinks

RTD Tea and coffee

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Keurig Dr Pepper, Inc. (Dr Pepper Snapple Group)

Monster Beverage Corporation

Nestle S.A.

PepsiCo, Inc.

Red Bull GmbH

Rockstar, Inc.

Taisho Pharmaceuticals Holding Co. Ltd.

The Coca-Cola Company

AriZona Beverages Company LLC and

Innovation Ventures, LLC.

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