

Asia Pacific Energy Drink Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Energy Drink Market would witness market growth of 8.3% CAGR during the forecast period (2018 – 2024).

Energy drink is kind of beverage offering extra energy boost and instant energy to consumers. These energy drinks are high in caffeine, containing additional ingredients such as taurine, guarana and B vitamins. Energy drinks are highly concentrated energy drinks with large amount of caffeine.

Asia Pacific was the leading market with significant demand for these products, as younger generation would drive the market herein. India and China have shown significant growth in the retail sector, presenting major market opportunities for market expansion in the region.

Based on product, the market is segmented into Alcoholic and Non-Alcoholic energy drinks. Based on product ingredients, the market is segmented into Non-organic, Organic/Natural. The target customer segment covers, Teenagers, Adults, and Geriatric Population. Furthermore, the major distribution channel are covered in the report are On-trade ((bars, coffee shops, hotels, and others) and Off-trade & Direct Selling (Convenience stores, Supermarkets/hypermarkets, Mass merchandisers, Drug stores, and Others). Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Red Bull GmbH, Monster Beverage Corporation, Rockstar, Inc., PepsiCo, The Coca-Cola Company, Lucozade Ribena Suntory, Amway, Arizona Beverages, Innovation Ventures, LLC, Nestle S.A.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Energy Drink Market, by Product
 - 1.4.2 Asia Pacific Energy Drink Market, by Product Ingredient
 - 1.4.3 Asia Pacific Energy Drink Market, by Target Customer
 - 1.4.4 Asia Pacific Energy Drink Market, by Distribution Channel
 - 1.4.5 Asia Pacific Energy Drink Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Players Outlook for the Market
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS

- 3.1 Market Trends and Opportunities

CHAPTER 4. ASIA PACIFIC ENERGY DRINK MARKET

- 4.1 Overview
- 4.2 Asia Pacific Energy Drink Market by Product
 - 4.2.1 Asia Pacific Alcoholic Energy Drink Market by Country
 - 4.2.2 Asia Pacific Non-Alcoholic Energy Drink Market by Country

CHAPTER 5. ASIA PACIFIC ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL

- 5.1 Introduction
 - 5.1.1 Asia Pacific On-trade Energy Drink Distribution Market by Country

5.1.2 Asia Pacific Off-trade & Direct Selling Energy Drink Distribution Market by Country

CHAPTER 6. ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT INGREDIENT

6.1 Introduction

6.1.1 Asia Pacific Non-Organic Energy Drink Market by Country

6.1.2 Asia Pacific Organic/Natural Energy Drink Market by Country

CHAPTER 7. ASIA PACIFIC ENERGY DRINK MARKET BY TARGET CUSTOMERS

7.1 Introduction

7.1.1 Asia Pacific Teenagers Energy Drink Market by Country

7.1.2 Asia Pacific Adults Energy Drink Market by Country

7.1.3 Asia Pacific Geriatric Population Energy Drink Market by Country

CHAPTER 8. ASIA PACIFIC ENERGY DRINK MARKET BY COUNTRY

8.1 Introduction

8.2 China Energy Drink Market

8.2.1 China Energy Drink Market Dynamics

8.2.2 China Energy Drink Market by Product

8.2.3 China Energy Drink Market by Distribution Channel

8.2.4 China Energy Drink Market by Product Ingredient

8.2.5 China Energy Drink Market by Target Customers

8.3 Japan Energy Drink Market

8.3.1 Japan Energy Drink Market by Product

8.3.2 Japan Energy Drink Market by Distribution Channel

8.3.3 Japan Energy Drink Market by Product Ingredient

8.3.4 Japan Energy Drink Market by Target Customers

8.4 India Energy Drink Market

8.4.1 India Energy Drink Market by Product

8.4.2 India Energy Drink Market by Distribution Channel

8.4.3 India Energy Drink Market by Product Ingredient

8.4.4 India Energy Drink Market by Target Customers

8.5 South Korea Energy Drink Market

8.5.1 South Korea Energy Drink Market by Product

8.5.2 South Korea Energy Drink Market by Distribution Channel

8.5.3 South Korea Energy Drink Market by Product Ingredient

- 8.5.4 South Korea Energy Drink Market by Target Customers
- 8.6 Singapore Energy Drink Market
 - 8.6.1 Singapore Energy Drink Market by Product
 - 8.6.2 Singapore Energy Drink Market by Distribution Channel
 - 8.6.3 Singapore Energy Drink Market by Product Ingredient
 - 8.6.4 Singapore Energy Drink Market by Target Customers
- 8.7 Malaysia Energy Drink Market
 - 8.7.1 Malaysia Energy Drink Market by Product
 - 8.7.2 Malaysia Energy Drink Market by Distribution Channel
 - 8.7.3 Malaysia Energy Drink Market by Product Ingredient
 - 8.7.4 Malaysia Energy Drink Market by Target Customers
- 8.8 Rest of Asia Pacific Energy Drink Market
 - 8.8.1 Rest of Asia Pacific Energy Drink Market by Product
 - 8.8.2 Rest of Asia Pacific Energy Drink Market by Distribution Channel
 - 8.8.3 Rest of Asia Pacific Energy Drink Market by Product Ingredient
 - 8.8.4 Rest of Asia Pacific Energy Drink Market by Target Customers

CHAPTER 9. COMPANY PROFILES

- 9.1 The Coca Cola Company
 - 9.1.1 Company Overview
 - 9.1.2 Expansion Plans
 - 9.1.3 Major M&A and Implications
 - 9.1.4 Strategic Moves in RTD Coffee Market
 - 9.1.5 Financial Analysis
- 9.2 PepsiCo, Inc.
 - 9.2.1 Company Overview
 - 9.2.2 Key Highlights
 - 9.2.3 Financial Analysis
 - 9.2.4 Segmental and Regional Analysis
 - 9.2.5 Research & Development Expense
- 9.3 Monster Beverage Corporation
 - 9.3.1 Company Overview
 - 9.3.2 Financial Analysis
 - 9.3.3 Segmental Analysis
- 9.4 Red Bull GmbH
 - 9.4.1 Company Overview
 - 9.4.2 Financial Analysis
- 9.5 Rockstar, Inc.

- 9.5.1 Company Overview
- 9.6 Lucozade Ribena Suntory
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Segmental and Regional Analysis
 - 9.6.4 Research & Development Expense
- 9.7 AriZona Beverage Company LLC
 - 9.7.1 Company Overview
- 9.8 Innovation Ventures, LLC
 - 9.8.1 Company Overview
- 9.9 Amway Corporation
 - 9.9.1 Company Overview
 - 9.9.2 Financial Analysis
- 9.1 Nestle S.A.
 - 9.10.1 Company Overview
 - 9.10.2 Key Strategic Moves
 - 9.10.3 Nestle biggest move in RTD Coffee Market
 - 9.10.4 Financial Analysis
 - 9.10.5 Segmental and Regional Analysis

List Of Tables

LIST OF TABLES

Table 1 ASIA PACIFIC ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 2 ASIA PACIFIC ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 3 ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD MILLION

Table 4 ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD MILLION

Table 5 ASIA PACIFIC ALCOHOLIC ENERGY DRINK MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 6 ASIA PACIFIC ALCOHOLIC ENERGY DRINK MARKET BY COUNTRY, 2018 - 2023, USD MILLION

Table 7 ASIA PACIFIC NON-ALCOHOLIC ENERGY DRINK MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 8 ASIA PACIFIC NON-ALCOHOLIC ENERGY DRINK MARKET BY COUNTRY, 2018 - 2023, USD MILLION

Table 9 ASIA PACIFIC ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 10 ASIA PACIFIC ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 - 2023, USD MILLION

Table 11 ASIA PACIFIC ON-TRADE ENERGY DRINK DISTRIBUTION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 12 ASIA PACIFIC ON-TRADE ENERGY DRINK DISTRIBUTION MARKET BY COUNTRY, 2018 - 2023, USD MILLION

Table 13 ASIA PACIFIC OFF-TRADE & DIRECT SELLING ENERGY DRINK DISTRIBUTION MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 14 ASIA PACIFIC OFF-TRADE & DIRECT SELLING ENERGY DRINK DISTRIBUTION MARKET BY COUNTRY, 2018 - 2023, USD MILLION

Table 15 ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 - 2017, USD MILLION

Table 16 ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 - 2023, USD MILLION

Table 17 ASIA PACIFIC NON-ORGANIC ENERGY DRINK MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 18 ASIA PACIFIC NON-ORGANIC ENERGY DRINK MARKET BY COUNTRY, 2018 - 2023, USD MILLION

Table 19 ASIA PACIFIC ORGANIC/NATURAL ENERGY DRINK MARKET BY

COUNTRY, 2014 - 2017, USD MILLION

Table 20 ASIA PACIFIC ORGANIC/NATURAL ENERGY DRINK MARKET BY
COUNTRY, 2018 - 2023, USD MILLION

Table 21 ASIA PACIFIC ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014
- 2017, USD MILLION

Table 22 ASIA PACIFIC ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018
- 2023, USD MILLION

Table 23 ASIA PACIFIC TEENAGERS ENERGY DRINK MARKET BY COUNTRY,
2014 - 2017, USD MILLION

Table 24 ASIA PACIFIC TEENAGERS ENERGY DRINK MARKET BY COUNTRY,
2018 - 2023, USD MILLION

Table 25 ASIA PACIFIC ADULTS ENERGY DRINK MARKET BY COUNTRY, 2014 -
2017, USD MILLION

Table 26 ASIA PACIFIC ADULTS ENERGY DRINK MARKET BY COUNTRY, 2018 -
2023, USD MILLION

Table 27 ASIA PACIFIC GERIATRIC POPULATION ENERGY DRINK MARKET BY
COUNTRY, 2014 - 2017, USD MILLION

Table 28 ASIA PACIFIC GERIATRIC POPULATION ENERGY DRINK MARKET BY
COUNTRY, 2018 - 2023, USD MILLION

Table 29 ASIA PACIFIC ENERGY DRINK MARKET BY COUNTRY, 2014 - 2017, USD
MILLION

Table 30 ASIA PACIFIC ENERGY DRINK MARKET BY COUNTRY, 2018 - 2023, USD
MILLION

Table 31 CHINA ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 32 CHINA ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 33 CHINA ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD
MILLION

Table 34 CHINA ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD
MILLION

Table 35 CHINA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 -
2017, USD MILLION

Table 36 CHINA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 -
2023, USD MILLION

Table 37 CHINA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 -
2017, USD MILLION

Table 38 CHINA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 -
2023, USD MILLION

Table 39 CHINA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 - 2017,
USD MILLION

Table 40 CHINA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 - 2023, USD MILLION

Table 41 JAPAN ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 42 JAPAN ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 43 JAPAN ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD MILLION

Table 44 JAPAN ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD MILLION

Table 45 JAPAN ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 46 JAPAN ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 - 2023, USD MILLION

Table 47 JAPAN ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 - 2017, USD MILLION

Table 48 JAPAN ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 - 2023, USD MILLION

Table 49 JAPAN ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 - 2017, USD MILLION

Table 50 JAPAN ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 - 2023, USD MILLION

Table 51 INDIA ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 52 INDIA ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 53 INDIA ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD MILLION

Table 54 INDIA ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD MILLION

Table 55 INDIA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 56 INDIA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 - 2023, USD MILLION

Table 57 INDIA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 - 2017, USD MILLION

Table 58 INDIA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 - 2023, USD MILLION

Table 59 INDIA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 - 2017, USD MILLION

Table 60 INDIA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 - 2023, USD MILLION

Table 61 SOUTH KOREA ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 62 SOUTH KOREA ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 63 SOUTH KOREA ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017,

USD MILLION

Table 64 SOUTH KOREA ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023,
USD MILLION

Table 65 SOUTH KOREA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL,
2014 - 2017, USD MILLION

Table 66 SOUTH KOREA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL,
2018 - 2023, USD MILLION

Table 67 SOUTH KOREA ENERGY DRINK MARKET BY PRODUCT INGREDIENT,
2014 - 2017, USD MILLION

Table 68 SOUTH KOREA ENERGY DRINK MARKET BY PRODUCT INGREDIENT,
2018 - 2023, USD MILLION

Table 69 SOUTH KOREA ENERGY DRINK MARKET BY TARGET CUSTOMERS,
2014 - 2017, USD MILLION

Table 70 SOUTH KOREA ENERGY DRINK MARKET BY TARGET CUSTOMERS,
2018 - 2023, USD MILLION

Table 71 SINGAPORE ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 72 SINGAPORE ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 73 SINGAPORE ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD
MILLION

Table 74 SINGAPORE ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD
MILLION

Table 75 SINGAPORE ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL,
2014 - 2017, USD MILLION

Table 76 SINGAPORE ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL,
2018 - 2023, USD MILLION

Table 77 SINGAPORE ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014
- 2017, USD MILLION

Table 78 SINGAPORE ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018
- 2023, USD MILLION

Table 79 SINGAPORE ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 -
2017, USD MILLION

Table 80 SINGAPORE ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 -
2023, USD MILLION

Table 81 MALAYSIA ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 82 MALAYSIA ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 83 MALAYSIA ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD
MILLION

Table 84 MALAYSIA ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD
MILLION

Table 85 MALAYSIA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 86 MALAYSIA ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 - 2023, USD MILLION

Table 87 MALAYSIA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 - 2017, USD MILLION

Table 88 MALAYSIA ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 - 2023, USD MILLION

Table 89 MALAYSIA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 - 2017, USD MILLION

Table 90 MALAYSIA ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 - 2023, USD MILLION

Table 91 REST OF ASIA PACIFIC ENERGY DRINK MARKET, 2014 - 2017, USD MILLION

Table 92 REST OF ASIA PACIFIC ENERGY DRINK MARKET, 2018 - 2023, USD MILLION

Table 93 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT, 2014 - 2017, USD MILLION

Table 94 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT, 2018 - 2023, USD MILLION

Table 95 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 96 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY DISTRIBUTION CHANNEL, 2018 - 2023, USD MILLION

Table 97 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2014 - 2017, USD MILLION

Table 98 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY PRODUCT INGREDIENT, 2018 - 2023, USD MILLION

Table 99 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2014 - 2017, USD MILLION

Table 100 REST OF ASIA PACIFIC ENERGY DRINK MARKET BY TARGET CUSTOMERS, 2018 - 2023, USD MILLION

Table 101 KEY INFORMATION – THE COCA COLA COMPANY

Table 102 KEY INFORMATION – PEPSICO, INC.

Table 103 KEY INFORMATION – MONSTER BEVERAGE CORPORATION

Table 104 KEY INFORMATION – RED BULL GMBH

Table 105 KEY INFORMATION – ROCKSTAR, INC.

Table 106 KEY INFORMATION – LUCOZADE RIBENA SUNTORY

Table 107 KEY INFORMATION – ARIZONA BEVERAGE COMPANY LLC

Table 108 KEY INFORMATION – INNOVATION VENTURES, LLC

Table 109 KEY INFORMATION – AMWAY CORPORATION

Table 110 KEY INFORMATION – NESTLE S.A.

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