

Functional Drinks in Australia

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Abstracts

Functional Drinks in Australia

SUMMARY

Functional Drinks in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the Australia functional drinks market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The functional drinks market consists of the retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties - often carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, and yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2017 exchange rates.

The Australian functional drinks market had total revenues of \$1,724.8m in 2017, representing a compound annual growth rate (CAGR) of 3.8% between

2013 and 2017.

Market consumption volume increased with a CAGR of 2.8% between 2013 and 2017, to reach a total of 272.7 million liters in 2017.

The Australian functional drinks market is heading towards maturity.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in Australia

Leading company profiles reveal details of key functional drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia functional drinks market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Australia functional drinks market by value in 2017?

What will be the size of the Australia functional drinks market in 2022?

What factors are affecting the strength of competition in the Australia functional drinks market?

How has the market performed over the last five years?

Who are the top competitors in Australia's functional drinks market?

Contents

Executive Summary
Market value
Market value forecast
Market volume
Market volume forecast
Category segmentation
Geography segmentation
Market share
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market volume
Market Segmentation
Category segmentation
Geography segmentation
Market share
Market distribution
Market Outlook
Market value forecast
Market volume forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
The Coca-Cola Co
PepsiCo, Inc.
Red Bull GmbH
Suntory Holdings Limited
Macroeconomic Indicators
Country data

Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Australia functional drinks market value: \$ million, 2013-17
- Table 2: Australia functional drinks market volume: million liters, 2013-17
- Table 3: Australia functional drinks market category segmentation: \$ million, 2017
- Table 4: Australia functional drinks market geography segmentation: \$ million, 2017
- Table 5: Australia functional drinks market share: % share, by value, 2017
- Table 6: Australia functional drinks market distribution: % share, by value, 2017
- Table 7: Australia functional drinks market value forecast: \$ million, 2017-22
- Table 8: Australia functional drinks market volume forecast: million liters, 2017-22
- Table 9: The Coca-Cola Co: key facts
- Table 10: The Coca-Cola Co: key financials (\$)
- Table 11: The Coca-Cola Co: key financial ratios
- Table 12: PepsiCo, Inc.: key facts
- Table 13: PepsiCo, Inc.: key financials (\$)
- Table 14: PepsiCo, Inc.: key financial ratios
- Table 15: Red Bull GmbH: key facts
- Table 16: Suntory Holdings Limited: key facts
- Table 17: Suntory Holdings Limited: key financials (\$)
- Table 18: Suntory Holdings Limited: key financials (¥)
- Table 19: Suntory Holdings Limited: key financial ratios
- Table 20: Australia size of population (million), 2013-17
- Table 21: Australia gdp (constant 2005 prices, \$ billion), 2013-17
- Table 22: Australia gdp (current prices, \$ billion), 2013-17
- Table 23: Australia inflation, 2013-17
- Table 24: Australia consumer price index (absolute), 2013-17
- Table 25: Australia exchange rate, 2013-17

List Of Figures

LIST OF FIGURES

Figure 1: Australia functional drinks market value: \$ million, 2013-17

Figure 2: Australia functional drinks market volume: million liters, 2013-17

Figure 3: Australia functional drinks market category segmentation: % share, by value, 2017

Figure 4: Australia functional drinks market geography segmentation: % share, by value, 2017

Figure 5: Australia functional drinks market share: % share, by value, 2017

Figure 6: Australia functional drinks market distribution: % share, by value, 2017

Figure 7: Australia functional drinks market value forecast: \$ million, 2017-22

Figure 8: Australia functional drinks market volume forecast: million liters, 2017-22

Figure 9: Forces driving competition in the functional drinks market in Australia, 2017

Figure 10: Drivers of buyer power in the functional drinks market in Australia, 2017

Figure 11: Drivers of supplier power in the functional drinks market in Australia, 2017

Figure 12: Factors influencing the likelihood of new entrants in the functional drinks market in Australia, 2017

Figure 13: Factors influencing the threat of substitutes in the functional drinks market in Australia, 2017

Figure 14: Drivers of degree of rivalry in the functional drinks market in Australia, 2017

Figure 15: The Coca-Cola Co: revenues & profitability

Figure 16: The Coca-Cola Co: assets & liabilities

Figure 17: PepsiCo, Inc.: revenues & profitability

Figure 18: PepsiCo, Inc.: assets & liabilities

Figure 19: Suntory Holdings Limited: revenues & profitability

Figure 20: Suntory Holdings Limited: assets & liabilities

COMPANIES MENTIONED

The Coca-Cola Co

PepsiCo, Inc.

Red Bull GmbH

Suntory Holdings Limited

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