

# Functional Drinks in Russia

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## Abstracts

Functional Drinks in Russia

### SUMMARY

Functional Drinks in Russia 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 Russia 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 Russian functional drinks market had total revenues of \$1,083.4m in 2017, representing a compound annual growth rate (CAGR) of 27.0% between 2013 and 2017.

Market consumption volume increased with a CAGR of 9.9% between 2013 and 2017, to reach a total of 343.0 million liters in 2017.

Russia is a big consumer of soft drinks and demand for functional drinks remains high.

## **SCOPE**

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

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

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 Russia functional drinks market with five year forecasts by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Russia'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  
Carlsberg A/S  
Monster Beverage Corporation  
PepsiCo, Inc.  
Red Bull GmbH  
Macroeconomic Indicators  
Country data

Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

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

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 15: Carlsberg A/S: revenues & profitability

Figure 16: Carlsberg A/S: assets & liabilities

Figure 17: Monster Beverage Corporation: revenues & profitability

Figure 18: Monster Beverage Corporation: assets & liabilities

Figure 19: PepsiCo, Inc.: revenues & profitability

Figure 20: PepsiCo, Inc.: assets & liabilities

### COMPANIES MENTIONED

Carlsberg A/S

Monster Beverage Corporation

PepsiCo, Inc.

Red Bull GmbH

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