

# Energy and Sports Drinks Market in Asia Pacific 2021

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## Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. According to a report by StrategyHelix, the energy and sports drinks market in Asia Pacific is set to increase by US\$ 10,829 million during 2021-2027, growing at a CAGR of 5.2% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy and sports drinks. The Asia Pacific energy and sports drinks market is segmented on the basis of product, type, distribution channel, and country. On the basis of product, the energy and sports drinks market in Asia Pacific has been segmented into energy drinks, sports drinks. Among these, the energy drinks segment was accounted for the highest revenue generator in 2020. By type, the energy and sports drinks market in Asia Pacific has been segmented into regular, sugar-free. The regular energy drinks segment is estimated to account for the largest share of the energy and sports drinks market in Asia Pacific. Based on distribution channel, the energy and sports drinks market in Asia Pacific is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. Geographically, the energy and sports drinks market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific energy and sports drinks market is highly competitive. The report also includes the profiles of leading companies such as Carabao Tawandang Co. Ltd. (CBD), Guangdong Jianlibao Group Co. Ltd., Kirin Holdings Co. Ltd., Lotte Corporation, Osotspa Public Company Limited (OSP), Otsuka Holdings Co. Ltd., PepsiCo Inc.,

Suntory Holdings Limited, T.C. Pharmaceutical Industries Co. Ltd., Thai Beverage Public Company Limited (ThaiBev), The Coca-Cola Company.

#### Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific energy and sports drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Guangdong Jianlibao Group Co., Ltd.

Kirin Holdings Co., Ltd.

Lotte Corporation

Osotspa Public Company Limited (OSP)

Otsuka Holdings Co. Ltd.

PepsiCo, Inc.

Suntory Holdings Limited

T.C. Pharmaceutical Industries Co., Ltd.

Thai Beverage Public Company Limited (ThaiBev)

The Coca-Cola Company

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