

Energy and Sports Drinks Market in Hong Kong 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 Hong Kong is set to grow at a healthy compound annual growth rate (CAGR) of 7.7% in the next five years.

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 Hong Kong energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in Hong Kong has been segmented into energy drinks, sports drinks. The energy drinks segment held the largest revenue share in 2020. By type, the energy and sports drinks market in Hong Kong has been segmented into regular, sugar-free. Among these, the regular energy drinks segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the energy and sports drinks market in Hong Kong is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The energy and sports drinks market is dominated by key players, which are Otsuka Holdings Co. Ltd., The Coca-Cola Company, Suntory Holdings Limited, PepsiCo Inc.

Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Hong Kong energy and sports drinks market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. ENERGY AND SPORTS DRINKS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Energy drinks
Sports drinks

PART 4. MARKET BREAKDOWN BY TYPE

Regular
Sugar-free

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Convenience stores
Grocery stores
Online retailing
Others

PART 6. KEY COMPANIES

Otsuka Holdings Co. Ltd.
The Coca-Cola Company
Suntory Holdings Limited
PepsiCo, Inc.
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