

Energy and Sports Drinks Market in Malaysia 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. A study by StrategyHelix indicates that the energy and sports drinks market in Malaysia is expected to increase by US\$ 180 million from 2021 to 2027, garnering a CAGR of 6.5% 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 Malaysia energy and sports drinks market is segmented on the basis of product, type, and distribution channel. Based on product, the energy and sports drinks market in Malaysia is categorized into energy drinks, sports drinks. The energy drinks segment captured the largest share of the market in 2020. On the basis of type, the energy and sports drinks market in Malaysia has been segmented into regular, sugar-free. The regular energy drinks segment held the largest share of the Malaysia energy and sports drinks market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the energy and sports drinks market in Malaysia has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Thai Beverage Public Company Limited (ThaiBev), 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 Malaysia 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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PART 6. KEY COMPANIES

Thai Beverage Public Company Limited (ThaiBev)
PepsiCo, Inc.
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