

Energy and Sports Drinks Market in Vietnam 2021

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Date: January 2022

Pages: 16

Price: US\$ 650.00 (Single User License)

ID: EABAF8ECEE8BEN

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. The energy and sports drinks market in Vietnam is poised to grow by US\$ 646 million from 2021 to 2027, registering a CAGR of 7% during the forecast period, according to StrategyHelix.

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 Vietnam energy and sports drinks market is segmented on the basis of product, type, and distribution channel. By product, the energy and sports drinks market in Vietnam has been segmented into energy drinks, sports drinks. The energy drinks segment was the largest contributor to the Vietnam energy and sports drinks market in 2020. Based upon type, the energy and sports drinks market in Vietnam is categorized into regular, sugar-free. According to the research, the regular energy drinks segment had the largest share in the energy and sports drinks market in Vietnam. On the basis of distribution channel, the energy and sports drinks market in Vietnam has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The key players in the energy and sports drinks market include PepsiCo Inc., Otsuka Holdings Co. Ltd., Tan Hiep Phat Beverage Group (THP).

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 Vietnam 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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PepsiCo, Inc.
Otsuka Holdings Co. Ltd.
Tan Hiep Phat Beverage Group (THP)
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