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# China Energy and Sports Drink Market Outlook to 2017

- Rising Indulgence in Fitness Activities

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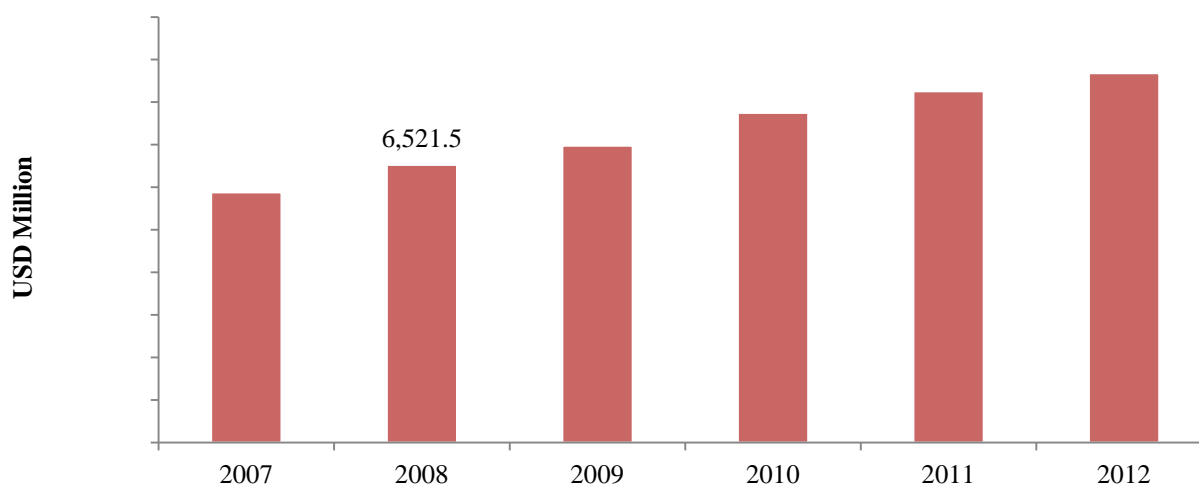
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## ASIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

The sports and energy drinks market in the Asia region has shown a growth of 8.1% over the period of 2007-2012. The energy and sports drinks market recorded revenue worth USD ~ million in 2007 which grown up to USD ~ million in 2012. This increase in the revenue during 2007-2012 was on an account of increasing...

**Figure: Asia Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012**

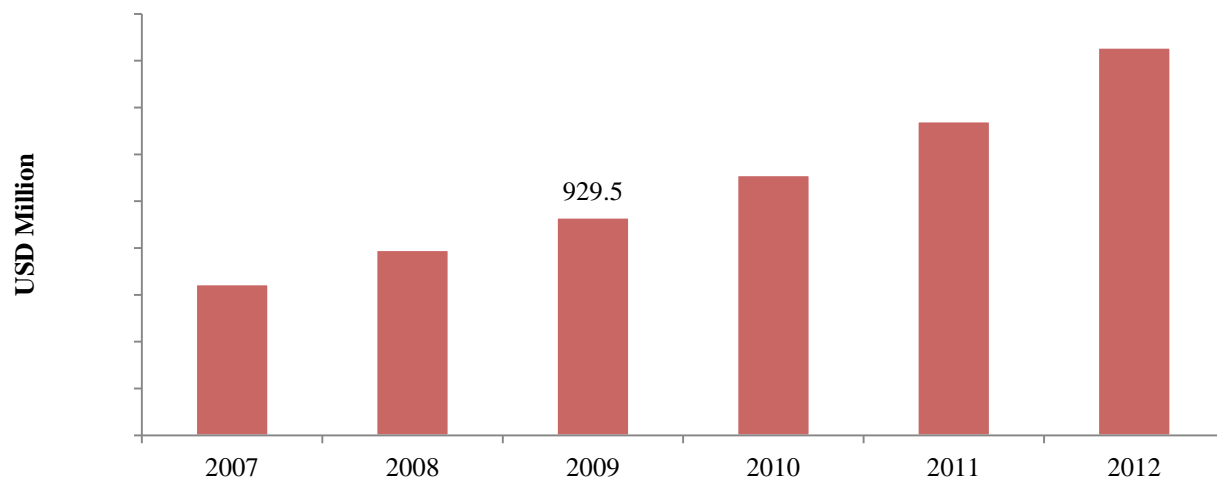


## CHINA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

The growth of the overall GDP in the country, rising income levels and shifting consumption preferences of increasingly affluent consumers have...

The overall market for China sports and energy drinks has grown at a CAGR of 20.8% during 2007-2012. The sports and energy drinks market witnessed revenue worth USD ~ million in 2012, which increased from USD ~ million in 2007. The surging income levels and increasing awareness have led to transition in ...

**Figure: China Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012**



## **CHINA ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY FUNCTIONALITY, 2007-2012**

Consumers at play include professional sportspeople, athletes, people who are engaged in sports as a hobby, and people who are health conscious and visit gyms. Consumers at play dominate the energy and sports drinks market in China, contributing a share of ~% to the total energy and sports drinks market in the country in 2012...



**Figure: China Energy and Sports Drinks Market Segmentation by Functionality on the Basis of Revenue in Percentage, 2007-2012**

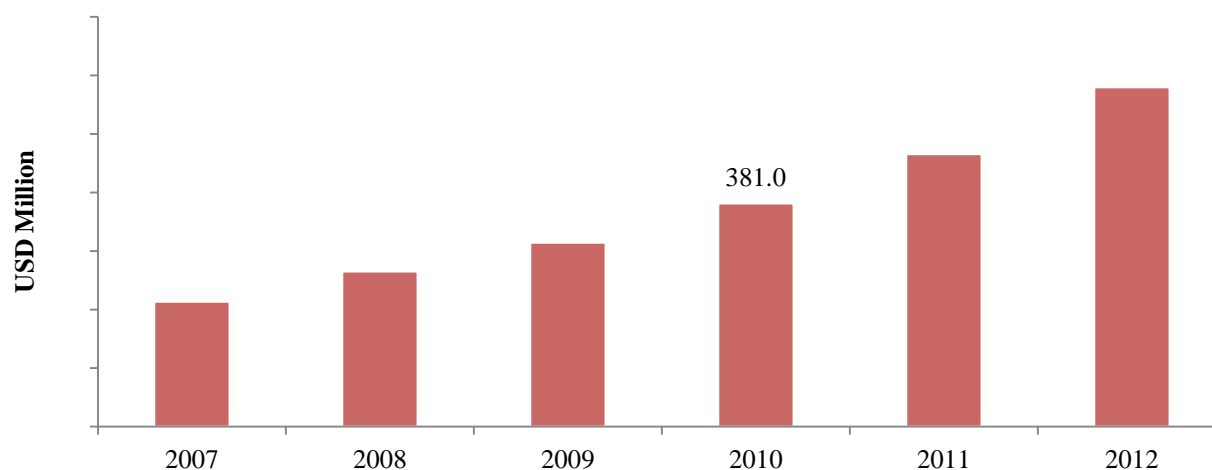


### FOR CONSUMERS AT WORK, 2007-2017

The demand for sports and energy drinks by young working professionals has increased on account of rising work related stress. The working population, especially within the age group of 25-49 years has been the...

The revenue generated by energy and sports drinks market with consumers at work was USD ~ million in 2012, rising from USD ~ million in 2007. The overall market has grown at a CAGR of 22.1% over the period 2007-2012.

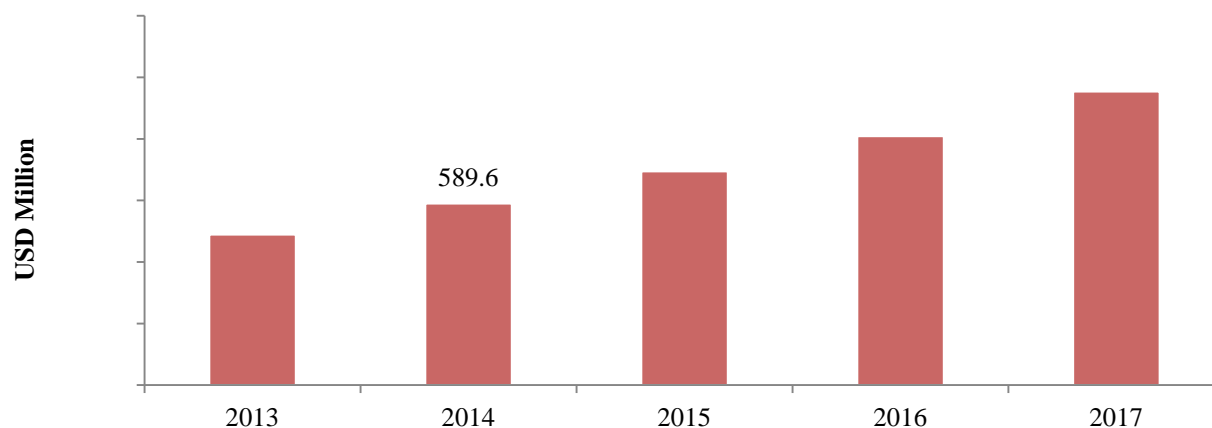
**Figure: China Energy and Sports Drinks Market Size for Consumers at Work on the Basis of Revenue in USD Million, 2007-2012**



#### FOR CONSUMERS AT LEISURE, 2007-2017

The rising popularity of functional beverages amongst health conscious population of the country is expected to drive the growth of energy and sports drinks market for consumers at leisure in China. The energy and sports drinks market for this category in China is projected to grow at a CAGR of 18.2%. The market is estimated to witness revenue worth USD ~ million in 2017.

**Figure: China Energy and Sports Drinks Market Future Projections for Consumers at Leisure on the Basis of Revenue in USD Million, 2013-2017**

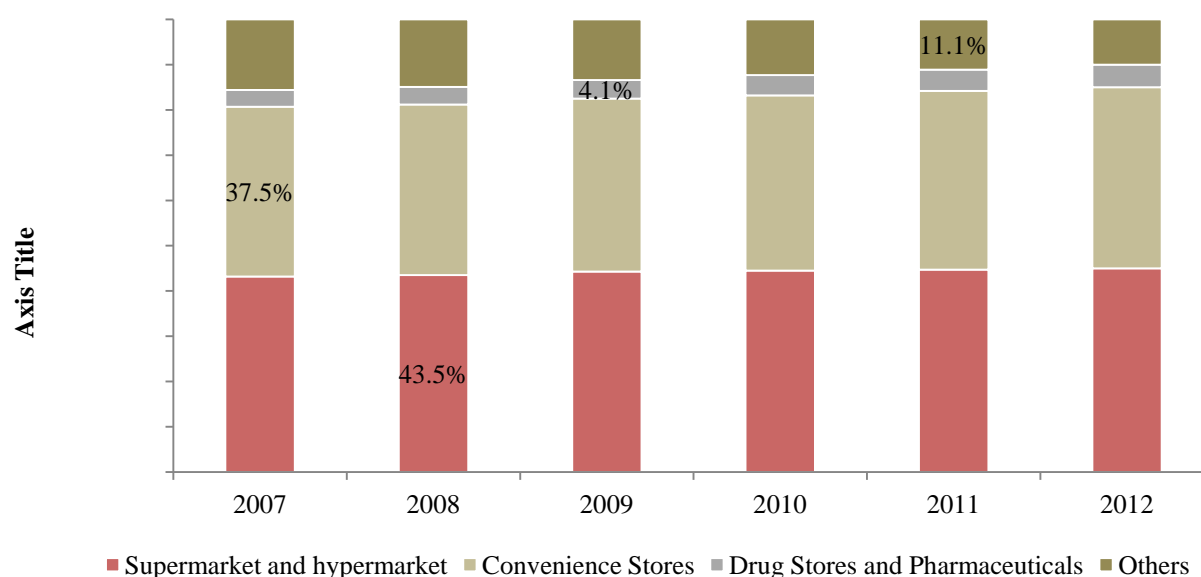


## CHINA ENERGY AND SPORTS DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007- 2012

Rising personal disposable incomes of the people, urbanization, improved brand exposure and organized retail distribution have driven the sports and energy drinks market significantly in China. The retail industry in China has developed rapidly particularly, for channels such as ...

The sales of the energy and sports drinks through these channels reached USD ~ million in 2012, growing from USD ~ million in 2007. Hypermarkets and supermarkets contributed a share of 45.0% to the total energy and sports drinks market in 2012.

**Figure: China Energy and Sports Drinks Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012**

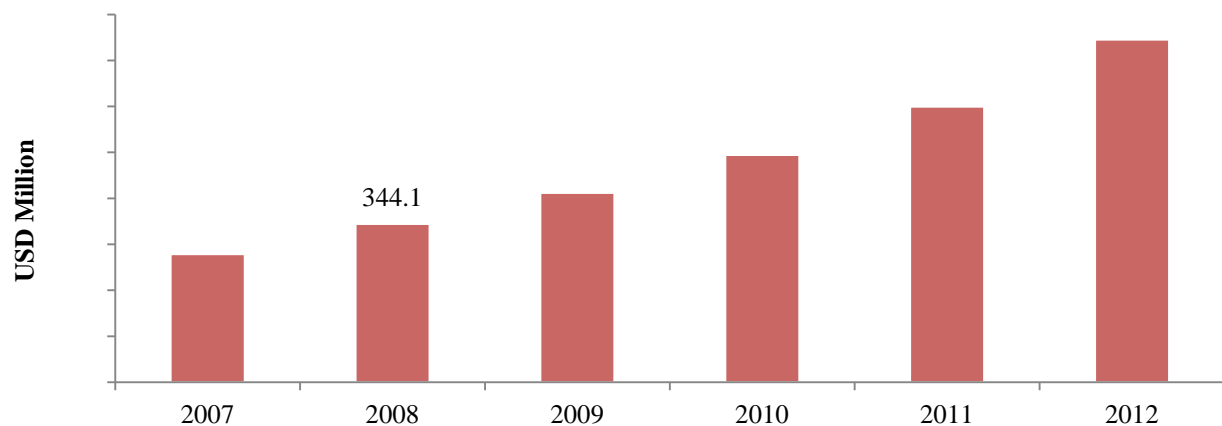


### FOR SUPERMARKETS AND HYPERMARKETS, 2007-2017

A rapid development in the retail sector in China has led to an increase in the number of hypermarkets and supermarkets chains in the country. The revenue generated by energy and

sports drinks market with hypermarket and supermarket as distribution channels has been significant. The total sales of energy and sports drinks from these channels were USD ~ million in 2012.

**Figure: China Energy and Sports Drinks Market Size with Supermarket and Hypermarket as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012**

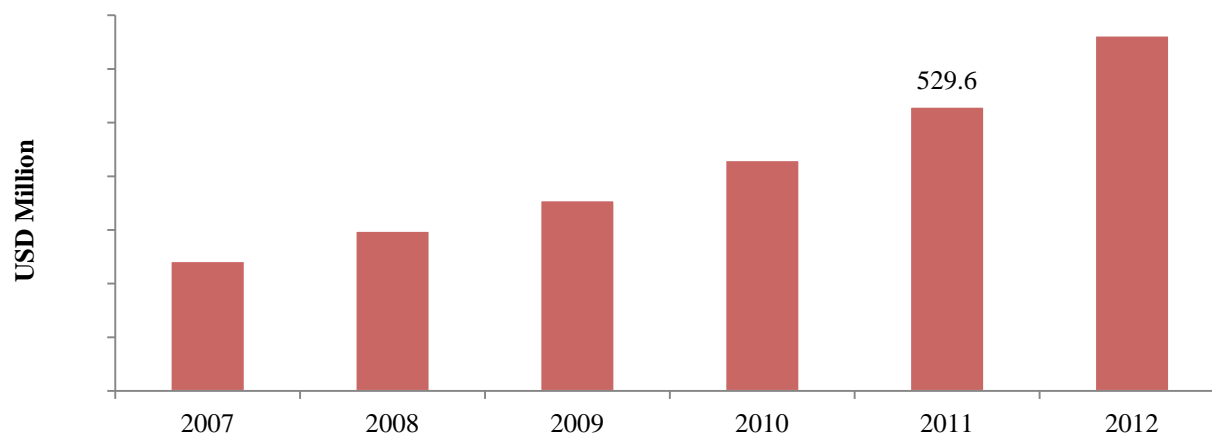


#### FOR CONVENIENCE STORES, 2007-2017

The sales of energy and sports drinks from convenience stores reached USD ~ million in 2012, growing from USD ~ million in 2007. The overall energy and sports drinks market has grown at a CAGR of 22.3% during 2007-2012, with convenience stores as a distribution channel.

Convenience stores have a wide product offering and have been one of the significant distribution channels for the sales of energy and sports drinks in China. The famous convenience stores in the country that sell energy and sports drinks such as ...

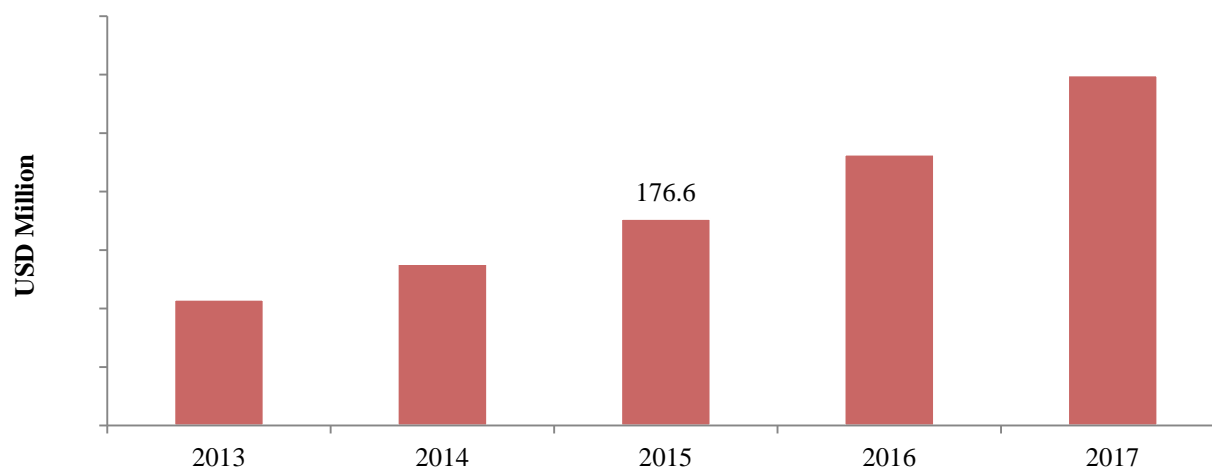
**Figure: China Energy and Sports Drinks Market Size with Convenience Stores as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012**



#### FOR DRUG STORES AND PHARMACEUTICALS, 2007-2017

Energy and sports drinks market sales through drug stores and pharmaceuticals in China are expected to experience growth in revenue from USD ~ million in 2012 to USD ~ million in 2017. The contribution by drug stores and pharmaceuticals to the energy and sports drinks market in China is anticipated to remain petite since ...

**Figure: China Energy and Sports Drinks Market Future Projections with Drug Stores and Pharmaceuticals as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017**



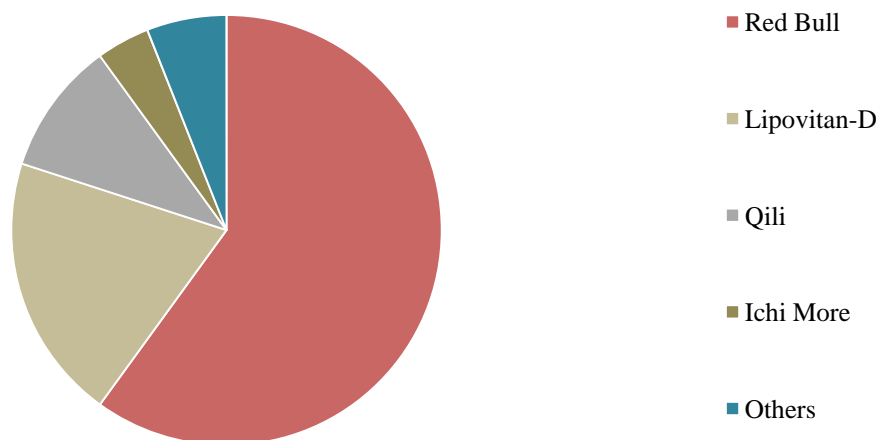
## MARKET SHARE OF MAJOR PLAYERS IN CHINA ENERGY AND SPORTS DRINKS MARKET

### MARKET SHARE OF MAJOR PLAYERS IN CHINA ENERGY DRINK MARKET, 2012

Red Bull in China has maintained a strong brand presence in the energy drink market of China. The company focuses continuously to maintain a brand value communication with the customers by supporting various sports event in China, for instance in 2008, during the Beijing Olympic Games...

The energy drink market in China is dominated by Red Bull with a market share of ~% in 2012.

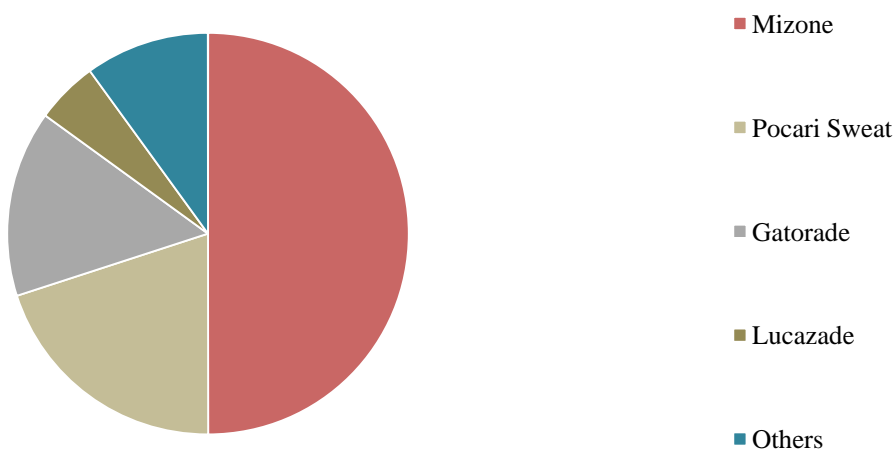
**Figure: Market Share of Major Brands in China Energy Drink Market on the Basis of Revenue in Percentage, 2012**



## MARKET SHARE OF MAJOR PLAYERS IN CHINA SPORTS DRINK MARKET, 2012

Mizone sports drink by Danone Company dominated the sports drink market in China in 2012 with a market share of ~%. Mizone is one of the famous sports drinks brands among the Chinese consumers. This drink consists of ...

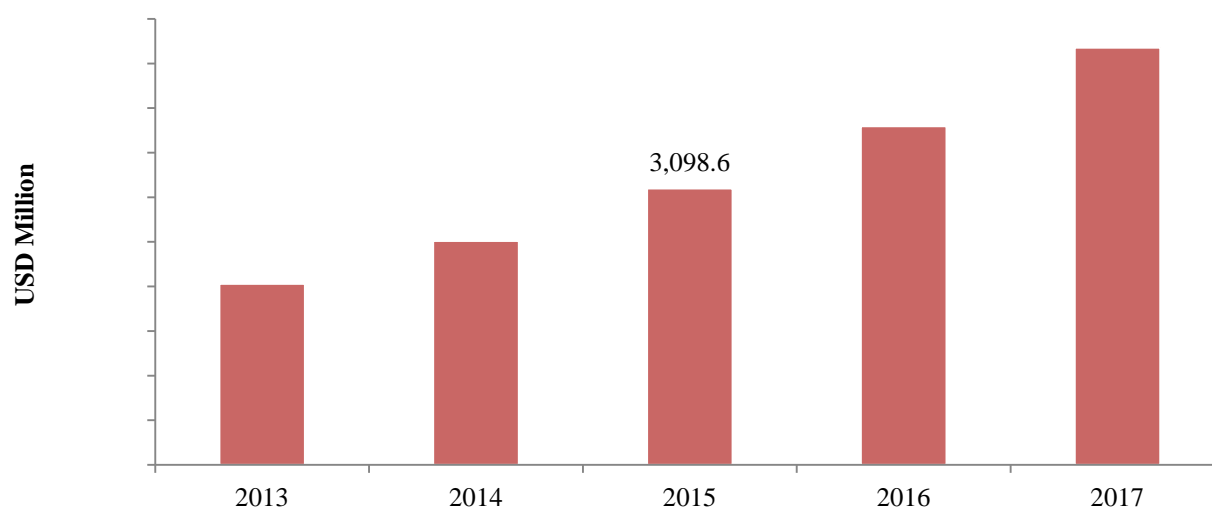
**Figure: Market Share of Major Brands in China Sports Drink Market on the Basis of Revenue in Percentage, 2012**



## CHINA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

The overall energy and sports drinks market in China is expected to grow significantly at a CAGR of 23.1% in the forecasted period of 2012-2017. The energy and sports drinks of China is estimated to witness revenue worth USD ~ million by 2017 which will grow from USD ~ million in 2012.

**Figure: China Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017**



## **ASIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

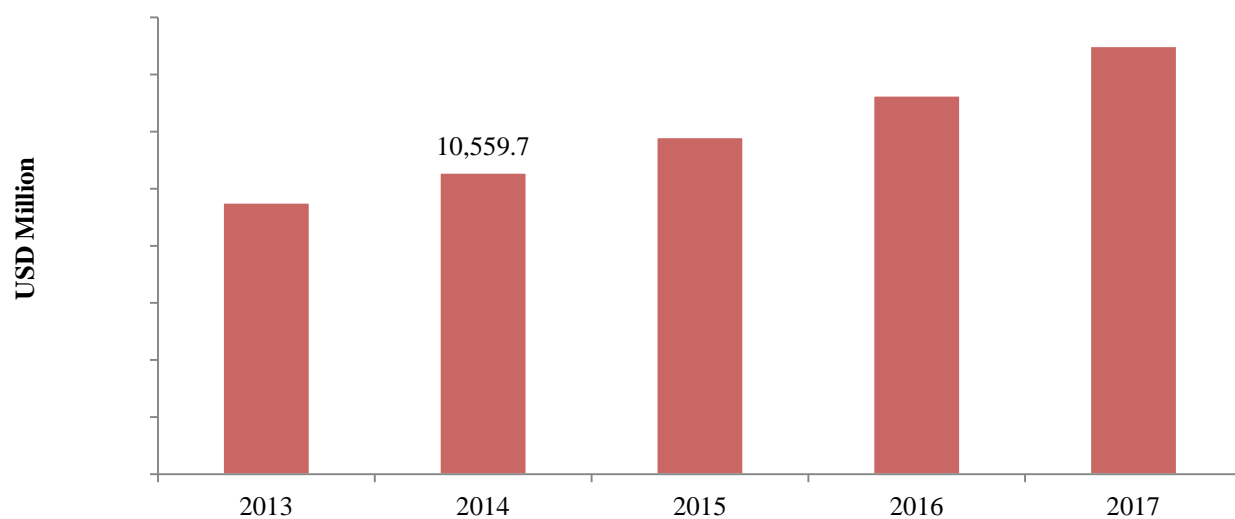
### **ASIA ENERGY AND SPORTS DRINKS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

China is projected to experience substantial growth in the energy and sports drinks market in terms of revenue and is forecasted to emerge as the ...

The overall picture of the energy and sports drinks market in Asia seems to be favorable with the growing healthcare awareness among the people. The Asia energy and sports drinks market is Asia is expected to reach USD ~ million in 2017 as compared to USD ~ million in 2012, thus growing at a CAGR of 11.5% during 2012-2017.



**Figure: Asia Energy and Sports Drinks Market Future Projections on the Basis of Revenue in USD Million, 2013-2017**



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