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2013

India Energy and Sports Drink Market Outlook to 2017

- Led by Young Population Aged 15-35 years

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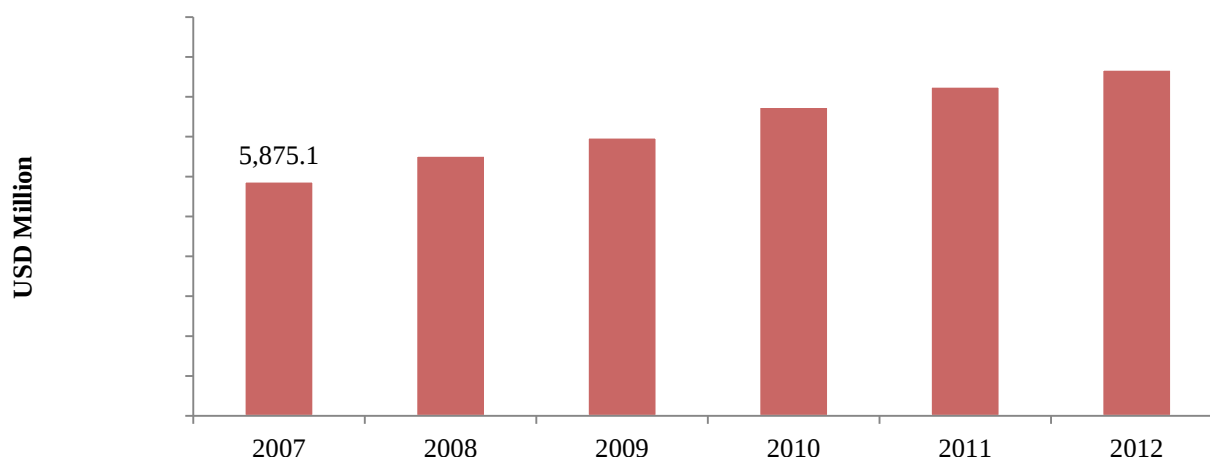
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ASIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

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 ...

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



INDIA ENERGY AND SPORTS DRINKS MARKET SIZE, 2007-2012

India energy and sports drinks market is mainly dominated by the famous brands such as Red Bull, Tzinga and Gatorade. The total energy and sports drinks market in India has grown significantly at a CAGR of 26.7% during 2007-2012. The energy and sports drinks market in India witnessed revenue worth USD ~ million in 2012 which grew from USD ~ million in 2007.

The rising wellness trends coupled with high expenditure on ...

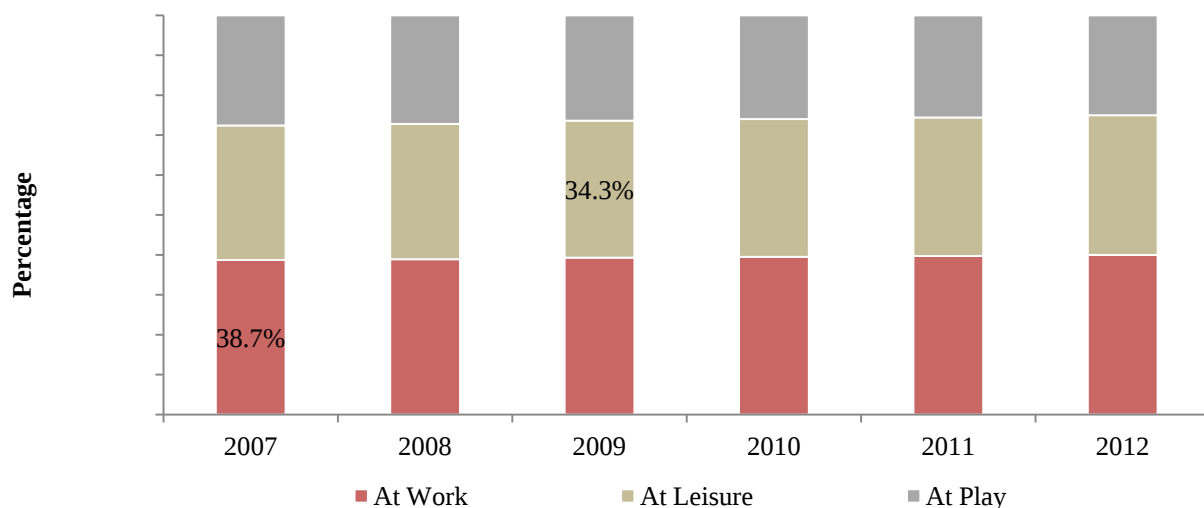
Table: India Energy and Sports Drinks Market Size on the Basis of Revenue in USD Million, 2007-2012

Category	2007	2008	2009	2010	2011	2012
Energy Drinks Market			29.7			
Sports Drinks Market				33.5		
Total Energy and Sports Drinks Market						

INDIA ENERGY AND SPORTS DRINKS MARKET SEGMENTATION BY FUNCTIONALITY, 2007-2012

The energy and sports drinks market is segmented on the basis of functionality into three major groups; at play, at work and at leisure. The sports and energy drink market in India is mostly dominated by the end users which consume these drinks during work. The key consumers of sports and energy drink during work include the working professionals and the students. ...

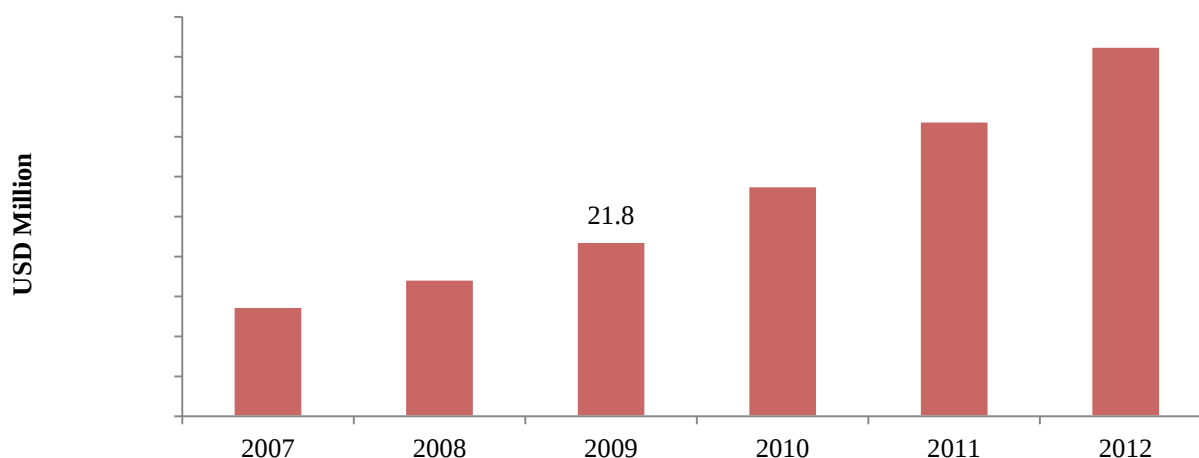
Figure: India Energy and Sports Drinks Market Segmentation by Functionality on the Basis of Revenue in Percentage, 2007-2012



FOR CONSUMERS AT WORK, 2007-2017

...generally seek beverages which can help them to endure late-night study and this has further amplified the consumption of energy drinks in the country. The energy and sports drinks market witnessed revenue worth USD ~ million from consumers at work in 2012, having grown at a CAGR of 27.6% during 2007-2012.

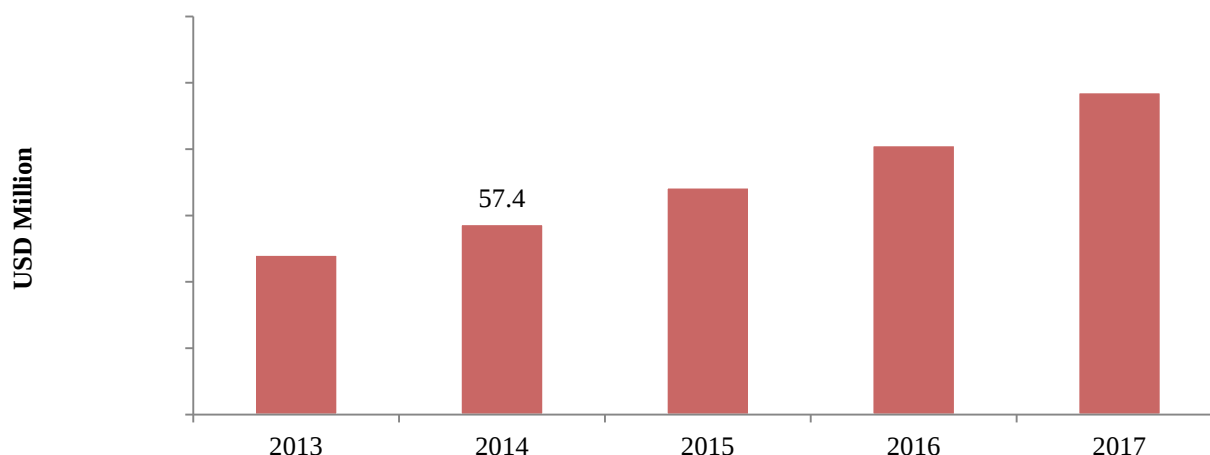
Figure: India Energy and Sports Drinks Market Size for Consumers at Work on the Basis of Revenue in USD Million, 2007-2012



FOR CONSUMERS AT LEISURE, 2007-2017

The consumption of energy and sports drinks at leisure is likely to surge in the coming years at a CAGR of 19.1% over the period of 2012-2017. This will be primarily owing to the changing lifestyles and evolving culture of partying and clubbing among the ...

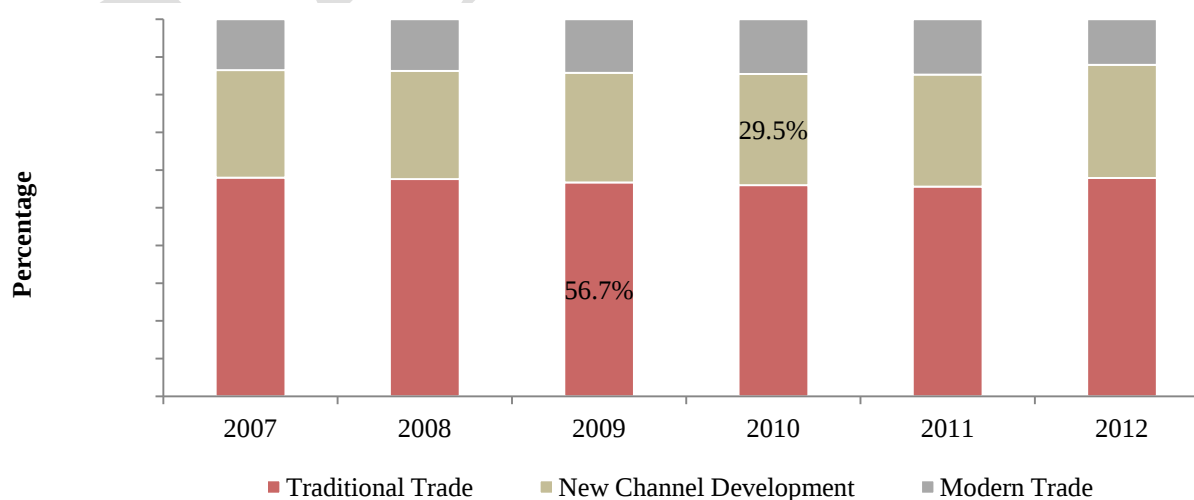
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INDIA ENERGY DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012

...It represents an array of stores where the consumers purchase goods on a daily basis. Traditional trade includes independent retail stores and pharmaceuticals, which have been traditionally popular amongst the people of India. A considerable segment of the energy and sports drinks market in India is dominated by the retail stores and pharmaceuticals. In 2012, the traditional trade comprised of ~% of the total energy drink market in India.

Figure: India Energy Drink Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012



FOR TRADITIONAL TRADE, 2007-2017

The general retail stores in the country have been one of the oldest forms of retailing. Energy and sports drinks such as Red Bull, Gatorade and Tzinga are widely available in retail shops in India. The traditional trade contributed a share of ~ to the energy drink market of India in 2012. Changing lifestyles and increasing personal disposable incomes have led to increased sales of ...

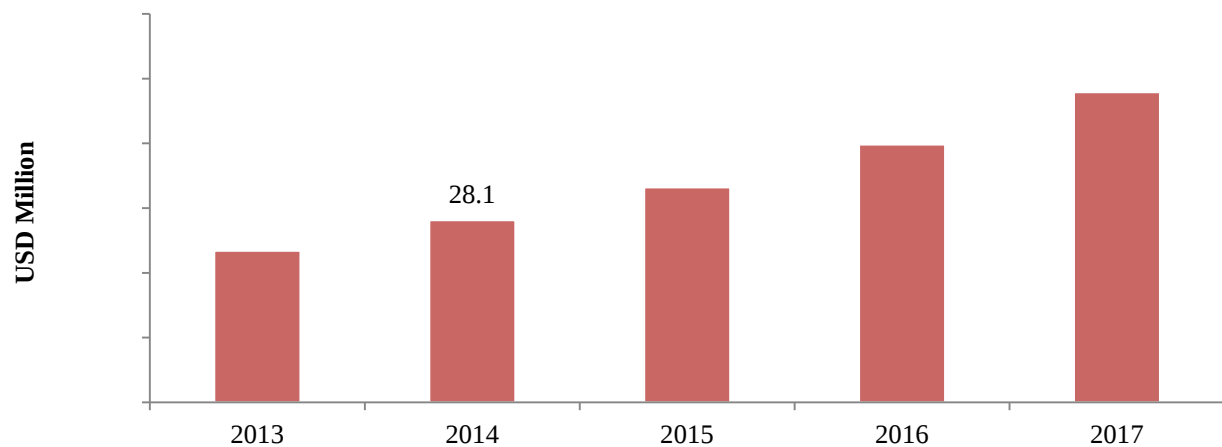
Figure: India Energy Drink Market Size for with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012



FOR NEW CHANNEL DEVELOPMENT, 2007-2017

The energy drink market is likely to grow at a CAGR of 19.5% during 2012-2017 with new channel development as distribution channel. The sales of energy drink form new channel development are estimated to reach USD ~ million by 2017.

Figure: India Energy Drink Market Future Projections with New Channel Development as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017

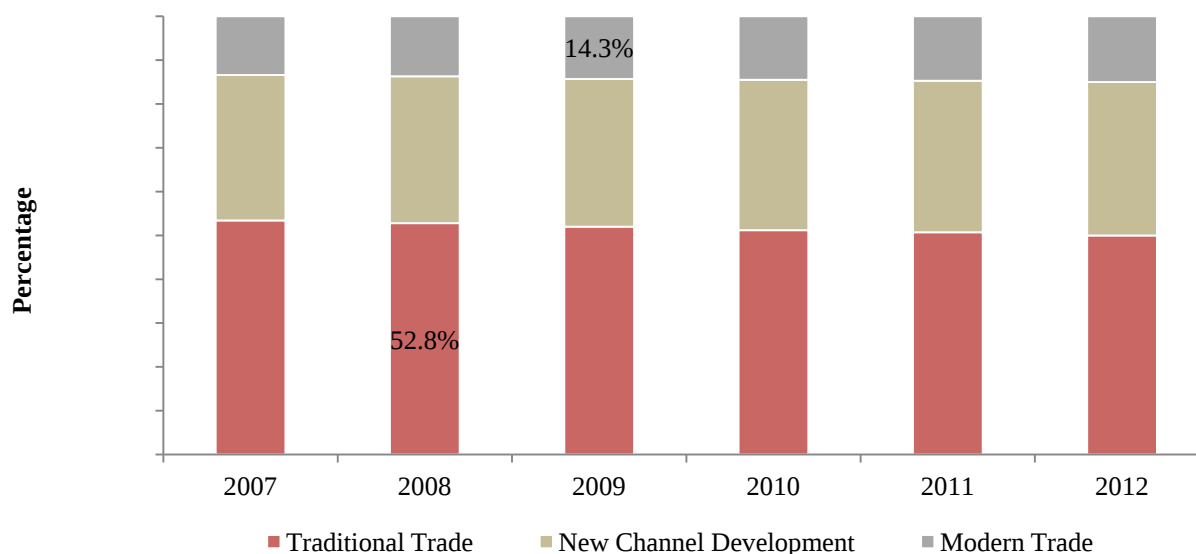


INDIA SPORTS DRINK MARKET SEGMENTATION BY DISTRIBUTION CHANNEL, 2007-2012

Sports drinks in India are sold through three main distribution channels which include traditional trade, new channel development and modern trade. Retail stores have played an important role in the distribution of energy and sports drinks in India. Since these stores are located at almost in every area in various cities in India, such stores offer ...

New channel development includes fitness and health and sports clubs that offer sports drinks to their members. New channel development held a share of ~% of the total sports drink market in India in 2012.

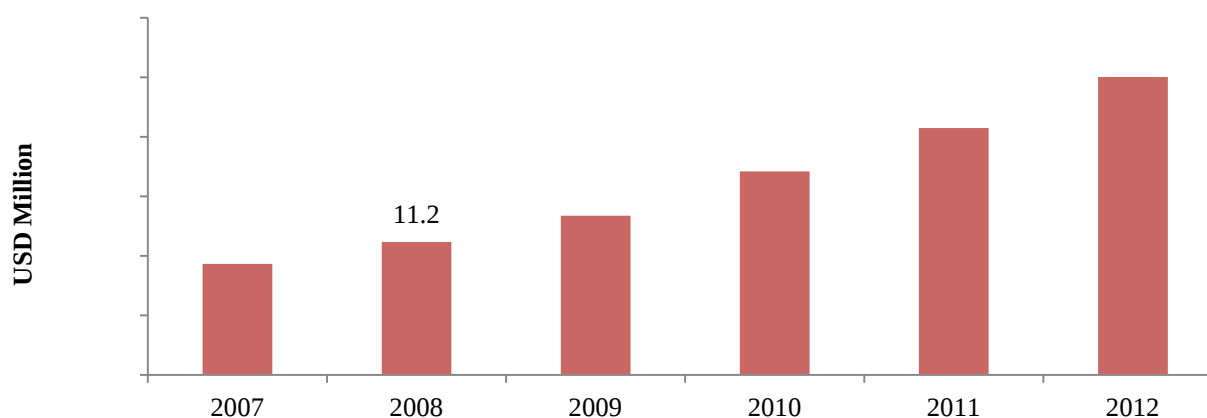
Figure: India Sports Drink Market Segmentation by Distribution Channel on the Basis of Revenue in Percentage, 2007-2012



FOR TRADITIONAL TRADE, 2007-2017

The easy accessibility of retail stores in India has led the consumers to purchase sports drinks from traditional retail stores. Sports drinks market in the country has grown at a CAGR of 21.7% during 2007-2012. The market witnessed revenue worth USD ~ million in 2012 which growing from USD ~ million in 2007.

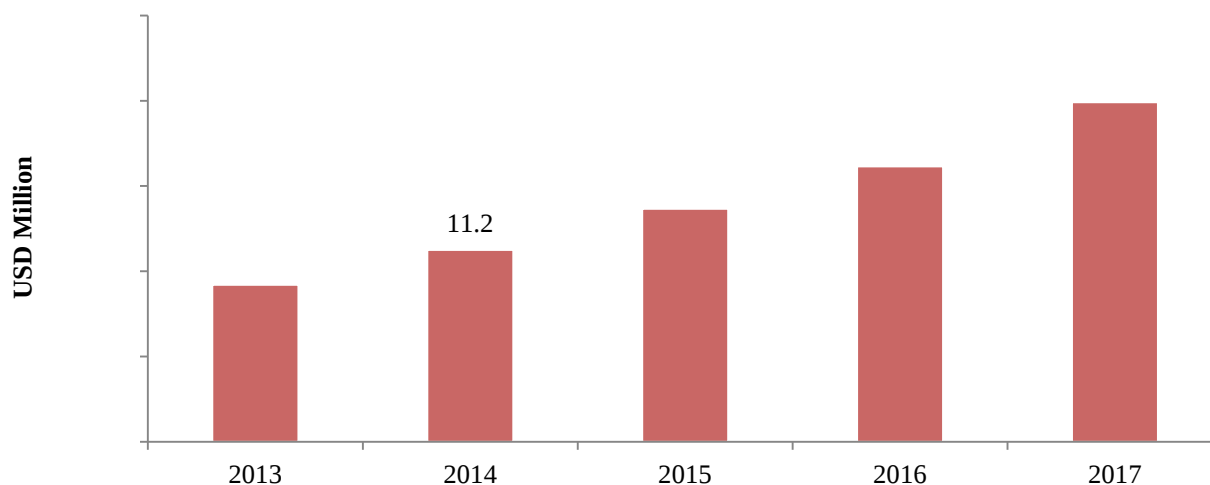
Figure: India Sports Drink Market Size with Traditional Trade as Distribution Channel on the Basis of Revenue in USD Million, 2007-2012



FOR MODERN TRADE, 2007-2017

Modern retailers in India offer better prices and assortment to their customers and are likely to boom in the coming years. The sports drink market in India is likely to grow at a CAGR of 21.5% with modern trade as distribution channel. The sports drink market is expected to experience revenues worth USD ~ million in 2017 which will grow from USD ~ million in 2012. The contribution by modern retailers to the sports drinks market in India is expected to grow from ...

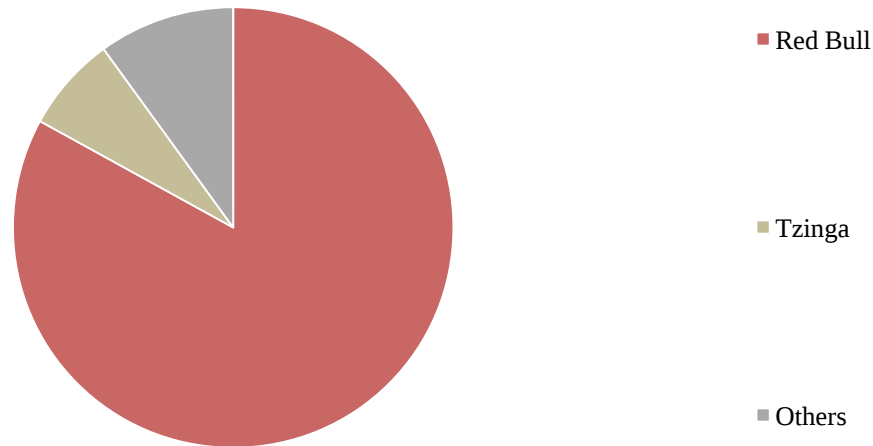
Figure: India Sports Drinks Market Future Projections with Modern Trade as Distribution Channel on the Basis of Revenue in USD Million, 2013-2017



MARKET SHARE OF MAJOR PLAYERS IN INDIA ENERGY DRINK MARKET, 2012

The energy drink market is dominated by Red Bull with a market share of ~% in 2012. Red Bull in India is mainly consumed by the working professionals aged 25-35 years who require energy during their long hectic working hours. This drink is widely available in ...

Figure: Market Share of Major Players in India Energy Drink Market on the Basis of Revenue in Percentage, 2012



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

...Additionally, the insurgence of multinational corporate companies and IT companies in India, which tend to have stressful working hours, will encourage more people to consume energy drinks in order to stay alert and energetic during their working hours. The revenue generated by energy and sports drinks market in India is projected to reach USD ~ million in 2017 which will grow from USD ~ million in 2012.

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

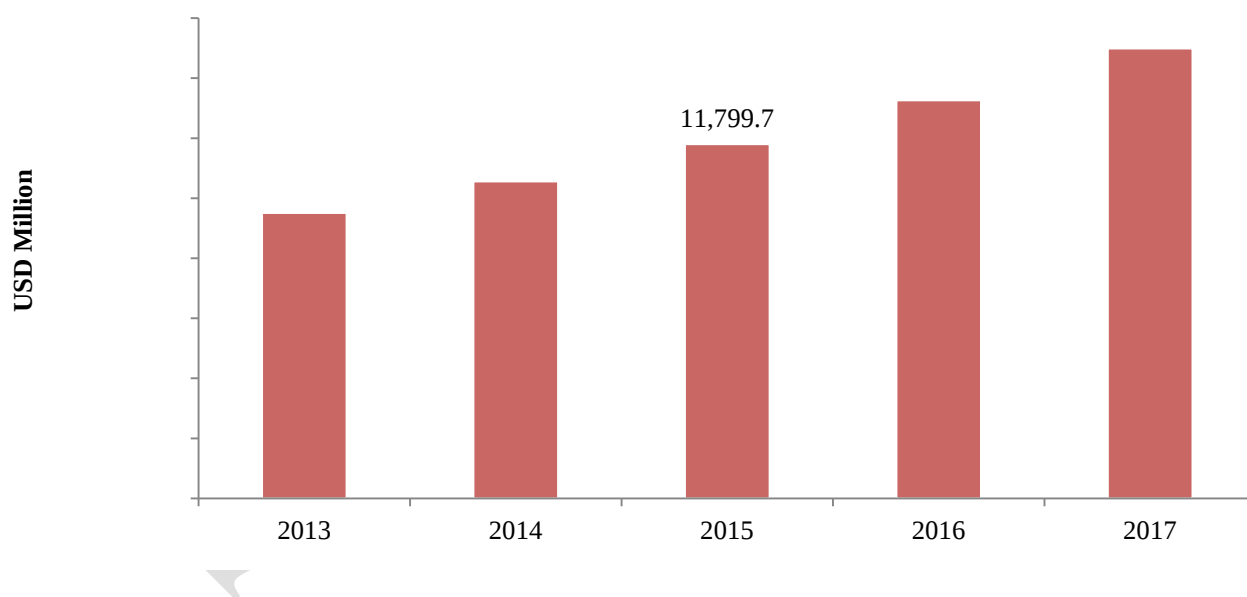
Future Projections (USD Million)	2013	2014	2015	2016	2017
India Energy Drinks Market					
India Sports Drinks Market			83.8		
Total India Energy and Sports Drinks Market		160.3			

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

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

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 11.6% during 2012-2017. The rising standards of living, higher disposable incomes, and ...

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



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