Hot Drinks Market in APAC 2015-2019

Description:
Hot drinks, in this report, includes tea, coffee, and chocolate or malt-based drinks. APAC is the world's largest hot drinks market in terms of both production and consumption and it is expected to grow further in the forecast period. Even though the APAC tea market is witnessing a saturation, it continues to lead the market because of the introduction of various health-related product innovations and many category extensions in terms of flavors. The APAC coffee market is expected to have a galloping growth due to a shift toward the “coffee culture” in many traditional tea preferring countries such as China, Japan, and India. Finally, the chocolate and malt-based market is likely to witness a continuous but moderate growth as health drinks are consumed by a descent number of people all over APAC.

The analysts forecast the hot drinks market in APAC to grow at a CAGR of 5.66% and 4.52% in terms of revenue and volume, respectively, over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the hot drinks market in APAC for the period 2015-2019. The report further provides data on the following segments of the market:
- Product type (tea, coffee, and others)
- Geography (China, Japan, India, and South Korea)

The report, Hot Drinks Market in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report includes a comprehensive discussion on the market, segmented by geography. The report further includes a discussion of the key vendors operating in this market and a comment on the vendors' product portfolios.

Key Regions
- China
- India
- Japan
- South Korea

Key Vendors
- Ajinomoto
- GlaxoSmithKline
- Nestle
- Tata Global Beverages
- Unilever

Other Prominent Vendors
- Apeejay Tea
- Cantarella Bros
- Chengdu Tea
- Dhunseri Tea & Industries (DTIL)
- Dilmah
- Greentea Thai
- Gujarat Tea Processors & Packers
- Highlands Coffee
- Ito En
- Kerikeri Teas
- Lupicia
- Manly Tea
- McLeod Russel
- Mondelez International
- Strauss Group
- Tenfu Group
- Trung Nguyên
- Valcorp Fine Foods
- Vicony Tea (Huangshan, Mainland China)
- Zealong

Market Driver
- Upward Shift in Consumer’s Preference Scale
- For a full, detailed list, view our report

Market Challenge
- Price Wars among Vendors
- For a full, detailed list, view our report

Market Trend
- Shift toward Coffee Culture
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space and what is their portfolio matrix?
- What are the market opportunities and threats faced by the key vendors?
- What is the competitive landscape as characterized by geography?
- What are the strengths and weaknesses of the key vendors?

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