Europe Sports Drink Market forecasted for 2015-2020

Description: Sports drinks are beverages that help to replenish and rehydrate electrolytes, sugar and few other nutrients, after strenuous exercise, training or competition. Sports drinks represent a well-ensconce segment with a stable consumption trend. The market for sports drink is estimated to grow at a CAGR of 4.1% in the forecasted period. Europe is one of the potential market in terms of rising health awareness which is specially dominated by U.K. by its market share of 27% in 2013.

The European sports drinks market was highly dominated by U.K., with a share of 27%, as of 2013. U.K's sports drink market was stimulated by Lucozade's constructive repositioning and promotional activity. The rising demand for sports drinks is gaining strength due to the favourable demographic conditions occuring in U.K and smart positioning done by the companies.

Earlier sports drinks were alluring only to the athletes. However, gradually the consumer base is expanding. Sports drink marketers are re-positioning their drinks to offer best benefits by reducing calorie content. Smart product positioning strategies designed to meet specific consumer lifestyles will continue to be key factor to the market. Introducing strong marketing initiatives, new concepts, and a push into emerging markets are likely to expand growth trends.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Europe Sports Drink Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the Europe Sports Drink market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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