Africa Sports Drink Market forecasted for 2015-2020

Description: Sports drinks are beverages which are substituted for water and electrolytes in an athlete's body. Sports drinks are meant to restore the fluid lost during training, competition or physical activities. The market is estimated to grow at a CAGR of 2.9% during the forecasted period of 2015-2020.

Africa sports drink market is dominated by South Africa and though it's a relatively small sector, the potential in this market is very high. The demand continues to grow as the consumption by the athletes is growing.

The consumers are changing their mind set from non-healthy drinks to healthy drinks. This is due to the rising education towards health and wellness amongst the consumers. This is also one of the major reasons for market to grow. The rising disposable income tends to grow the market and the adoption of western culture and their habits also play a major role. Marketers are using this change of mind set as a medium to publicise their market and by using different marketing strategies, the market will see the growth.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Africa 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 Africa 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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