South America Sports Drink Market forecasted for 2015-2020

Description: The market for sports drink is estimated to grow at a CAGR of 3% in the forecasted period. South America market is mainly dominated by Brazil by its market share which is projected to grow at a single digit growth rate.

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. Rising demand for sports drink from athletes and millennial generation is driving the market. Sports drinks are gaining popularity amongst the athletes and individuals who are involved in the vigorous physical activity. The marketers are targeting different age groups like teenagers and young adults.

The rising disposable income tends to grow the market and the adoption of western culture and their habits also play a major role. The market is slowly rising and consumers mind set is changing with the changing category for sports drinks, i.e Athletes. Even non-sports person can consume the sports drinks with basic required sports activities. 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 South America 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 South America 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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