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.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:

1. INTRODUCTION
   1.1 Research Methodology
   1.2 Definition of the Market
   1.3 Report Description

2. KEY FINDINGS OF THE STUDY

3. MARKET OVERVIEW
   3.1 Introduction

4. MARKET DYNAMICS
   4.1 Drivers
       4.1.1 Growing demand for convenience beverage segment
4.1.2 Rising consumer demand for sports drink
4.1.3 Demand coming from millenial generation & athletes
4.1.4 Rising health awareness

4.2 Constraints
4.2.1 High product Prices
4.2.2 Demographic segmentation

4.3 Opportunities
4.3.1 investment in innovation
4.3.2 Demographic segmentation
4.3.3 Engaging new consumers
4.3.4 Spirited competition

4.4 Porter’s Five Forces Analysis
4.4.1 Bargaining Power of Suppliers
4.4.2 Bargaining Power of Buyers
4.4.3 Threat of New Entrants
4.4.4 Threat of Substitute Products and Services
4.4.5 Degree of Competition

5. MARKET SEGMENTATION
5.1 By Segment Types
5.1.1 Functional Beverages
5.1.1.1 Isotonic
5.1.1.2 Hypertonic
5.1.1.3 Hypotonic
5.1.1.4 By Ingredients Type
5.1.1.5 Sugars
5.1.1.6 Electrolytes
5.1.1.7 Artificial Colors and Flavors
5.1.1.8 Minerals
5.1.1.9 Vitamins
5.1.1.10 Carbohydrates
5.1.1.11 Nutrients
5.1.1.12 Amino acids
5.1.1.13 By Packaging

5.1.1.14 Bottles (PET)
5.1.1.15 Cans
5.1.1.16 Cartons
5.1.1.17 Others

5.1.1.18 By Sales Channel

5.1.1.19 Convenience stores
5.1.1.20 Supermarkets/hypermarkets
5.1.1.21 Mass merchandisers
5.1.1.22 Drug stores
5.2 Food services/ Sports nutrition chain
5.3 Vending
5.4 others

5.5 By Geography

5.5.1 South America

5.5.1.1 Brazil
5.5.1.2 Argentina
5.5.1.3 Other Latin American countries

5.6 Competitive Landscape

5.6.1 Mergers & Acquisitions
5.6.2 Joint Ventures
5.6.3 New Product Launches
5.6.4 Most active companies in the past five years
5.6.5 Market Share Analysis

5.7 Company Profiles

5.7.1 Pepsico
5.7.2 Coca cola
5.7.3 Monster beverage co
5.7.4 Arizona Beverage company
5.7.5 Living essentials
5.7.6 Cloud 9
5.7.7 Extreme drinks co
5.7.8 Abbott Nutrition co
5.7.9 AJE group
5.7.10 Arctico beverage company international inc
5.7.11 Britvic plc
5.7.12 Champion nutrition inc
5.7.13 D'angelo
5.7.14 Fraser and neave holdings bhd
5.7.15 Glaxosmithkline plc

6. Appendix
   6.1 Abbreviations
   6.2 Sources
   6.3 Bibliography
   6.4 Disclaimer


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: South America Sports Drink Market forecasted for 2015-2020
Web Address: http://www.researchandmarkets.com/reports/3781736/
Office Code: SCPL5E2F

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>□</td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>□</td>
<td>USD 3750</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprise Wide</td>
<td>□</td>
<td>USD 7850</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp