Asia Pacific 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. In addition to it, the rising population and its rising disposable income is another driver which increases the growth of sports drink market in Asia Pacific.

Sport drinks gives energy from sugar; upgrade the endurance and performance of the drinkers. The market in this region is rising because of the increasing awareness regarding the drinks among the consumers as well as the affordability to purchase it. The common tendency among the consumers towards healthy drinks for a better wellbeing has also enhanced the market growth. The sports drinks market is also segmented on the basis of sales channels and brands.

Asia-Pacific is an attractive market which is mainly dominated by Japan, China and India due to its disposable income. Japan alone had a market share of 28% in 2013 with its Aquarius and Pocari sweat sports drink. The rising demand for sports drinks is mainly due to the increased amount of disposable income in countries such as China and India in the Asia Pacific region.

This Report Offers:

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