

## **Energy Drinks in China**

Market Direction | 2023-02-01 | 33 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Energy drinks is set to maintain high growth in both off-trade volume and current value terms in 2022, with growth rates exceeding those of most other soft drinks categories. Consumers' increasing ability to differentiate between functional and standard soft drinks is one significant factor helping to maintain the positive performance of energy drinks. In particular, energy drinks containing taurine and caffeine have emerged as the most popular drinks. On-trade volume growth of energy drinks is...

Euromonitor International's Energy Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Energy Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Energy Drinks in China  
Euromonitor International  
February 2023

### List Of Contents And Tables

#### ENERGY DRINKS IN CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Off-trade volume sales of energy drinks maintain high growth in 2022  
Reduced sugar energy drinks could expand the potential of energy drinks  
Red Bull and Eastro Super Drink present resilience

##### PROSPECTS AND OPPORTUNITIES

Product innovation in energy drinks likely to focus on herbal and plant ingredients  
E-gaming will expand the consumption occasions for energy drinks  
Energy drinks expected to target younger consumers over the forecast period

##### CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022  
Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022  
Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022  
Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022  
Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022  
Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022  
Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022  
Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027  
Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027  
Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027  
Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

#### SOFT DRINKS IN CHINA

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022  
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022  
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022  
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022  
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021  
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021  
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021  
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 35	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 36	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 41	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 43	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 44	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 45	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 46	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in China

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Energy Drinks in China

Market Direction | 2023-02-01 | 33 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com