

Energy Drinks in China

Market Direction | 2024-11-11 | 33 pages | Euromonitor

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Report description:

In 2024, energy drinks in China is expected to maintain double-digit growth in both off-trade volume and current value terms, driven by increasingly diverse usage scenarios and targeted marketing efforts. No longer limited to truck drivers and construction workers, the consumption of energy drinks is expanding through multi-channel marketing and sponsorships. Brands such as Warhorse now sponsor e-sports events, appealing to students and gamers during late-night activities. Meanwhile, Monster Ene...

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 (2019-2023), 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 2028 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.

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