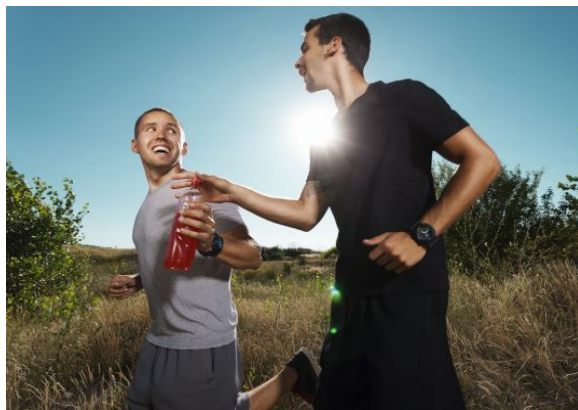


## Sports and Energy Drinks - China - July 2016

**Report Price:** £2463.80 | \$3990.00 | €3129.79

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“The Chinese sports and energy drinks market is dominated by leading international players, posing both threats and opportunities for smaller and domestic brands. With consumers having greater awareness of healthy drinking habits and functional effectiveness, sports and energy drinks with health and functional claims will continue to remain in force.”  
– Lei Li, Research Analyst

### This report looks at the following areas:

- How to maintain medium users while targeting light users
- How category blurring will benefit sports and energy drinks
- How to diversify purchase and drinking occasions to target younger consumers

Although the non-alcoholic beverage industry is slowing in China, the sports and energy drinks sector remains strong and promising for lasting growth. China has a thirst for functional beverages, yet consumer confidence relies on the functional effectiveness of sports and energy drinks. Category blurring in the market helps companies and brands to extend into new territories and survive in new sectors as well as making an impression in product innovation. Opportunities remain abundant for both Chinese and international products and brands to meet the diverse needs of people in China.

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