

Sports and Energy Drinks - China - July 2014

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"To sustain the growth, brands need to go beyond using vitamin enriched drinks as the only way to convey a healthy image for sports and energy drinks. Consumers' concern over negative ingredients suggests there is potential demand for more products with natural ingredients, reduced calorie and are free from additives."
- Eileen Ngieng, Senior Research Analyst

This report looks at the following areas:

- Is vitamin drink positioning enough to convey the healthy image?
- Why should brands also talk to light users?
- What can brands do to expand the usage occasion?
- What flavour innovations can excite the market?

The long term growth prospects of sports and energy drinks is promising, thanks to increasingly health-conscious consumers who have a higher awareness of the need to exercise, and their busier lifestyles.

Mintel research finds out that it is increasingly important for brands to address other health concerns consumers have towards negative ingredients. The vitamin drink positioning is not enough to convey a healthy drink image for sports and energy drinks in the near future. Natural products and products with reduced calorie are still pretty much white spaces in the market and provide growth opportunities for brands. Building product knowledge and addressing ingredient concerns can help boost consumption confidence, whereas flavour innovations will keep consumers engaged.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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PepsiCo Inc

Nongfu Spring Co Ltd

Otsuka Pharmaceuticals Co Ltd

Red Bull Vitamin Drink Co Ltd

Tohkin Group

Suntory Holdings Limited

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