

Sports and Energy Drinks - China - July 2013

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“Sports and energy drinks are gaining importance and popularity in the market. However, remain significantly smaller categories compared to other soft drink markets. Brands need to unlock the growth potential by increasing product relevance and convincing them that the drinks can play a role in their daily lives.”

– Ruyi Xu, Deputy Research Manager

This report looks at the following areas:

- How can sports and energy drinks improve their product relevance to Chinese consumers?
- What are the opportunities to grow the sports and energy drink market?
- Is stepping out of the category and repositioning into functional water a viable positioning strategy for growth?
- How can sports and energy drinks engage more female consumers?

Sports and energy drinks brands should look to build stronger relevance to consumers through positioning the products as helping support an everyday active lifestyle, and by making sure that their branding and marketing communications have emotional resonance instead of focusing purely on the functional aspects of the product.

On top of this, driving product distribution at impulse channels and increasing sales among women offer opportunities for future growth in the sports and energy drinks market.

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