

# Is the sports and energy drinks market 'stepping up'?

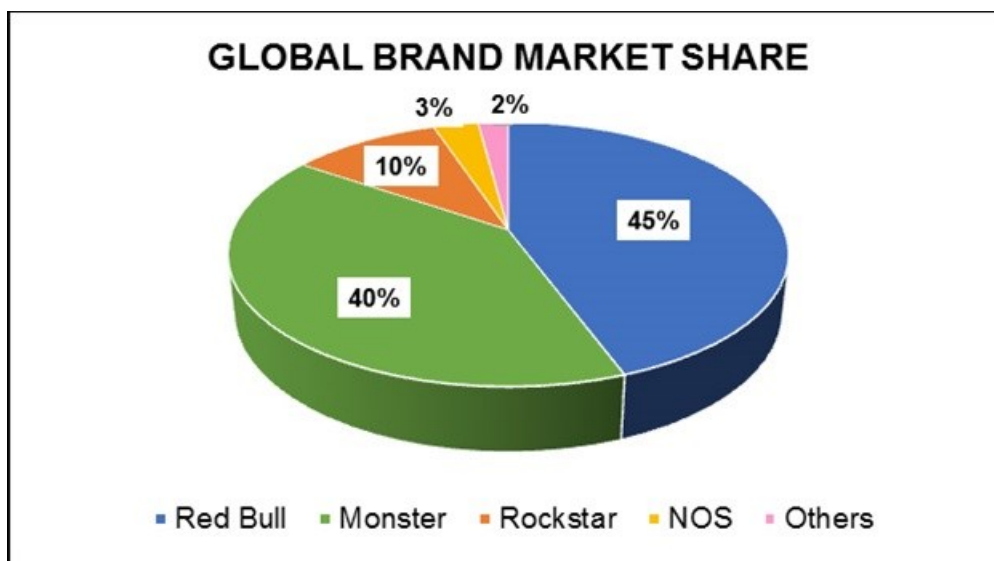
Issued by [Insight Survey](#)

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In the fast-paced world we currently live in, an extra boost to your energy levels cannot be a bad thing - something that will enable you to keep up with deadlines as well as the demands of your personal life. What is the one thing you as an athlete or non-athlete can use for that instant energy fix? Energy drinks of course, and if you prefer replacing lost fluids and electrolytes, why not grab a sports drink!

**Insight Survey's latest SA Sports and Energy Drinks Industry Landscape Report 2016** carefully unfolds the sports and energy drink markets based on the latest information and research. It discusses the latest industry trends while looking at actual consumer behaviour. It goes on to analyse the latest figures in order to understand the market for both sports and energy drinks.

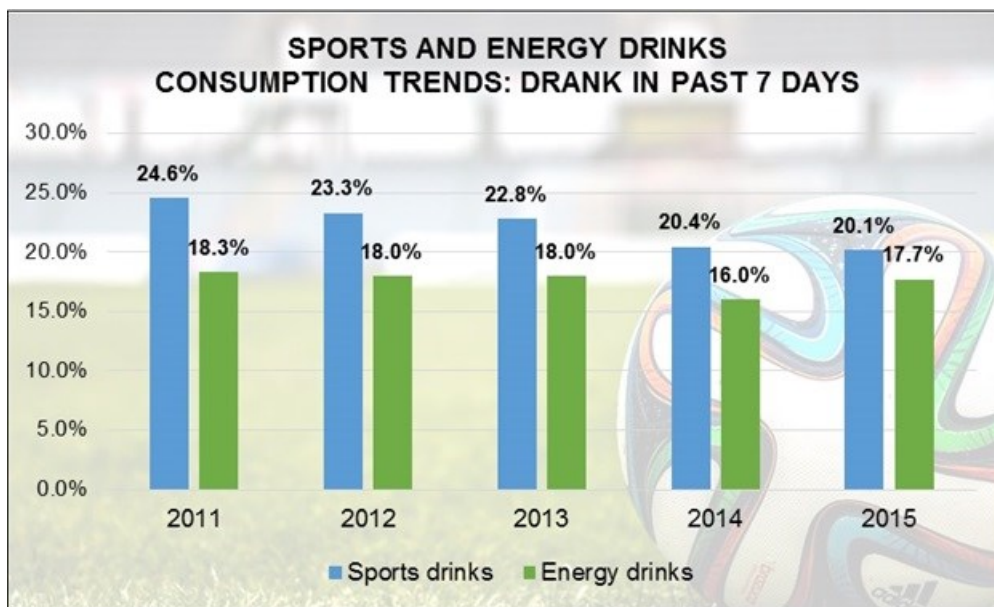
In 2015, the global energy drinks market was estimated to be worth almost US\$45bn. It is expected that the global sports and energy drinks market will continue to experience growth at a compound annual growth rate (CAGR) of 11% up to 2019. Due to the increased consumer demand, sports and energy drinks is the fastest growing sector in the soft drink category, though energy drinks is sprinting past sports drinks in the inevitable race to the top. Currently there are two top global brands – Red Bull with a 45% market share and Monster with 40%.



Source: [Roy Morgan](#), [Insight Survey](#); Graphics by Insight Survey

For the last few years Red Bull has been able to stay ahead as the top seller of energy drinks. Recently however, Monster has been slowly catching up. With the multitude of flavours Monster has available, Red Bull has their battle cut out for them to keep the number 1 trophy. Another factor to make this battle for Red Bull even harder, is that Monster has joined forces with Coca Cola in the hope that they will soon be the market leaders.

Interestingly, the South African sports drinks market is seeing a marked decline and the energy drinks consumption has been relatively flat. As shown in the graph below, sports drinks nearly reached a 25% share in 2011 (among adults 16+ years old), however, had steadily declined to 20.1% by 2015.



Source: [AMPS](#), [Insight Survey](#); Graphics by Insight Survey

One of the key factors impacting on the decline of sports drinks consumption is based on the fact these products are becoming more difficult for most South Africans to afford. Considering the economic difficulty and unemployment rates that South Africa is currently experiencing, it is no wonder that the consumption has been declining.

The **SA Sports and Energy Drinks Industry Landscape Report** (85 pages) provides a dynamic synthesis of industry research, examining the local and global sports and energy drinks industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to retail and consumption.

**Some key questions the report will help you to answer:**

- What are the current market dynamics of the global Sports and Energy Drinks industry?
- What are the SA Sports and Energy Drinks industry trends, drivers, and restraints?
- Who are the key manufacturers and retail players in the SA Sports and Energy Drinks industry?
- What are the prices of popular Sports and Energy Drinks brands at various retail outlets in SA?
- What are the consumption trends (2011-2015) and forecasts (2016-2019) for Sports and Energy Drinks?

Please note that the 85-page PowerPoint report is available for purchase for R25,000 (excluding VAT). Alternatively, individual sections can be purchased for R7,500 (excluding VAT). For additional information simply contact us at [info@insightsurvey.co.za](mailto:info@insightsurvey.co.za) or directly on (021) 045-0202.

For a full brochure please go to: <http://www.insightsurvey.co.za/south-african-sports-energy-drinks-industry-report>

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We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Competitive Intelligence Research is designed to meet your unique needs.

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