

It is expected that the market of energy and sports drinks will grow due to increasing production of natural drinks

The respective governments of Sri Lanka and Maldives have imposed new restrictions in order to discourage the increasing consumption of energy & sports drinks.

HYDERABAD, TELANGANA, INDIA, September 6, 2018 /EINPresswire.com/ -- Asia has been one of the key markets for [sports and energy drinks](#) over the years. Energy drinks are used as stimulants for the general population, while sports drinks are catered towards athletes who engage in strenuous activity. Both product divisions form a crucial part of the beverage market and are experiencing growth with the hectic lifestyles of people around the world.

One of the key challenges of these drinks is catering to the majority of people. Some people have preferences based on composition, brand, advertising and so on. The changing lifestyles have affected people's attitude towards health and introduced a new challenge to the drink manufacturers.

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Both sports and energy drinks have artificial preservatives and high sugar content. Sugar is one of the key ingredients in both sports drinks and energy drinks. Caffeine is also key, in case of energy drinks. The removal or reduction of sugar content in energy drinks would reduce their effectiveness. Companies would need to identify suitable alternatives in order to maintain energy provision.

The respective governments of Sri Lanka and Maldives have imposed new restrictions in order to discourage the increasing consumption of energy and sports drinks. Like, in November 2017, the Sri Lankan government imposed an increase in taxation on sugar content (50 cent for every gram of sugar), while, in March 2017, the government of Maldives imposed higher import duty on energy drinks (Maldivian rufiyaa 33.64 per liter) and banned their sale in schools and school-related events.

One of the driving forces behind the increasing sales of these products is the rapid changing lifestyle and the urbanization which makes people's lives busier in these Asian countries. Since they remain busy, they require something to keep them alert. It is to be noted that the urbanization of Sri Lanka is growing at a faster rate than most South Asian countries, and Maldives continues to be a hub for tourists due to its infrastructure culture and tropical heritage.

Energy drink and sports drinks manufacturers have found a new opportunity due to the growing popularity of natural ingredients. The reduction of artificial sweeteners, and addition of naturally processed caffeine has changed the way people observe sports and energy drinks. Gatorade and PowerAde have both created new drinks which contain coconut water. In case of sports drinks, most of them don't contain caffeine; their overall sugar content is being reduced and the artificial coloring is being replaced in favor of natural coloring.

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It is expected that the market of energy and sports drinks will grow due to increasing production of natural drinks i.e. drinks which are heavily composed of natural ingredients. In Sri Lanka, the total output of soft drinks produced was 23 billion rupees in 2015 when the tax was first proposed. Moreover, the reduction of sugar content and artificial sweeteners should reduce health concerns and drive sales of energy and sports drinks further. Companies may offer newer combinations of natural ingredients in these drinks.

Sri Lanka and Maldives Sports and Energy drink market report is segmented as indicated below:

1. Sri Lanka and Maldives Energy and Sports Drinks – By Type

1.1. Introduction

1.2. Sports Drinks

1.2.1. Isotonic Sports Drink

1.2.2. Hypertonic Sports Drink

1.2.3. Hypotonic Sports Drink

1.3. Energy Drink

1.3.1. Non –Alcoholic

1.3.2. Alcoholic

2. Sri Lanka and Maldives Energy and Sports Drinks Market – By Consumption

2.1. Introduction

2.2. Before Workout

2.3. Intra Workout

2.4. After Workout

3. Sri Lanka and Maldives Energy and Sports Drinks – By Composition

3.1. Introduction

3.2. Carbonated

3.3. Non-Carbonated

4. Sri Lanka and Maldives Energy and Sports Drinks – By Distribution Channel

4.1. Introduction

4.2. Large Retailers

4.3. Online Stores

4.4. Convenience Stores

4.5. Others

5. Sri Lanka and Maldives Energy and Sports Drinks – By Market Entropy

6. Sri Lanka and Maldives Energy and Sports Drink – By Geography

Companies Cited/Interviewed/Referenced

Hansen Natural Company

Red Bull GmbH

Living Essentials

Lanka Milk Products

PepsiCo

Coco Cola Co.

Fraser & Neave Limited (F&N)

Company 20+

Related Reports:

A. Europe Sports and Energy Drinks Market

<https://industryarc.com/Report/15054/europe-sports-energy-drinks-market.html>

B. South America Sports and Energy Drinks Market

<https://industryarc.com/Report/9577/south-america-sports-energy-drinks-market.html>

What can you expect from the report?

The Sri Lanka and Maldives Energy and Sports Drinks Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Sri Lanka and Maldives Energy and Sports Drinks Market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
2. South America Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
3. Europe Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
4. Asia Pacific Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
5. Middle East and Africa Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
6. Hypertonic Sports Drink Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
7. Intra Workout Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
8. Non-Carbonated Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)
9. Online Stores Sri Lanka and Maldives Energy and Sports Drinks Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.

3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

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We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

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