

Global Alcoholic Energy Drinks Market Size Study & Forecast, by Packaging (Cans, Bottles), by End-Users (Adults, Teenagers), by Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Alcoholic Energy Drinks Market is valued at approximately USD 23.2 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 8% over the forecast period 2022-2029. Alcoholic energy drinks are alcoholic drinks that also contain caffeine or other stimulants. Most of these beverages are available in cans and bottles. Alcoholic energy drinks are tastier and healthier than alcohol. These alcoholic energy drinks are available in variety of packaging in various sizes and forms, and accessible for both residential usage as well as commercial use in places like hotels, restaurants, and caf?s. In general, both minors and adults can drink alcoholic energy drinks. The key factor driving the market is rising consumption of energy drinks globally. Along with these lifestyle changes, the market will also grow since consumers choose products that are ready to eat and better satisfy their needs for energy and flavor. Alcoholic energy drinks have become a popular choice among consumers worldwide since they meet all of these criteria. Therefore, the demand for alcoholic energy drinks will rise as a result of all these factors working together.

The rising demand for energy drinks among consumers is influencing the market growth of alcoholic energy drinks globally. According to Statista, in 2016 the global consumption of energy and sports drinks was 22003.3 million liters; in 2022 the number reached 24494.1 million liters and it is anticipated to reach 28730 million liters by 2027. As a result, the rising demand for energy drinks is anticipated to support market growth.

Additionally, rising consumers' disposable income is anticipated to create lucrative opportunities for the market during the forecast period. However, the increase in health-associated risks since alcoholic energy drinks consist of both alcohol and caffeine at the same time can result in adverse health conditions and may stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Alcoholic Energy Drinks Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the dominating region across the world in terms of market share, owing to the presence of key market players, rising consumption of energy drinks, and growing food and beverages industry in the region. Whereas, Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period, owing to factors such as rising consumption of alcoholic beverages, growing population, and rising food and beverages industry would create lucrative growth prospects for the Alcoholic Energy Drinks market across Asia Pacific region.

Major market players included in this report are:

Arizona Beverages USA
LT Group, Inc.
Monster Beverage Corp
National Beverages Corp.
Pepsi CO.
Phusion Projects
Steelbrew
suntory holdings limited
United Brands Beverages Innovation
Amway

Recent Developments in the Market:

In Aug. 2022, Monster Beverage Corp announced the launch of its first alcoholic flavoured malt beverage (FMB) under Monster brand – and a sugar-free version of its premier namesake energy drink in the US market.

Global Alcoholic Energy Drinks Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Packaging, End-Users, Distribution Channel, Region
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Packaging:

Cans
Bottles

By End-Users:

Adults
Teenagers

By Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Online Retail
Others

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France
Spain

Italy
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