

Global Caffeinated Beverage Market Size study, by Product (Carbonated Soft Drinks, Energy Drinks, RTD Tea & Coffee and Others), by Distribution Channel (Online and Offline) and Regional Forecasts 2021-2027

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Abstracts

Global Caffeinated Beverage Market is valued approximately at USD 231.17 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.81% over the forecast period 2021-2027. The global Caffeinated Beverage market is being driven by increase in the consumption of caffeine. According to the International Coffee Organization, the consumption of coffee bags increased from 164530 thousand 60kg bags in 2019, to 166628 thousand 60kg bags of caffeine in 2020. Another important driving factor is the rising product launches. For instance, in February 2021, PepsiCo introduced a Bubly sparkling water which contains 35mg of caffeine per 12oz (35.5cl). Furthermore, the increasing demand for beverages that boost mental strength & immune system, expanding e-commerce sector and increasing standard of lifestyle, will create new opportunities for the global Caffeinated Beverage industry. However, prevalence of side effects such as insomnia after consuming large amount of caffeine may impede market growth over the forecast period of 2021-2027.

The regional analysis is based on the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World for the global Caffeinated Beverage Market. North America is the leading region across the world in terms of market share owing to increasing demand for energy drinks and presence of established companies. Whereas Asia Pacific is anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to the large production of caffeine, rise in disposable income and enhancing e-commerce sector in the region.

Major market player included in this report are:

Keurig Dr Pepper, Inc.
Monster Energy Company
PepsiCo
RED BULL
Rockstar, Inc.
The Coca-Cola Company.
Arizona Beverage Company
Living Essentials Marketing, LLC
Beaver Buzz
Clear Cut Phocus

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Product:

Carbonated Soft Drinks
Energy Drinks
RTD Tea & Coffee
Others

By Distribution Channel:

Online
Offline

By Region:

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

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Caffeinated Beverage Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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