

# **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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Caffeinated Beverage Market, by Region, 2019-2027 (USD Billion)
  - 1.2.2. Caffeinated Beverage Market, by Product, 2019-2027 (USD Billion)
  - 1.2.3. Caffeinated Beverage Market, by Distribution Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL CAFFEINATED BEVERAGE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL CAFFEINATED BEVERAGE MARKET DYNAMICS

- 3.1. Caffeinated Beverage Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increase in the consumption of caffeine
    - 3.1.1.2. Rising product launches
  - 3.1.2. Market Restraint
    - 3.1.2.1. Prevalence of side effects such as insomnia after consuming large amount of caffeine
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing demand for beverages that boosts the mental strength & immune system
    - 3.1.3.2. Expanding e-commerce sector

### CHAPTER 4. GLOBAL CAFFEINATED BEVERAGE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL CAFFEINATED BEVERAGE MARKET, BY PRODUCT**

- 5.1. Market Snapshot
- 5.2. Global Caffeinated Beverage Market by Product, Performance - Potential Analysis
- 5.3. Global Caffeinated Beverage Market Estimates & Forecasts by Product 2018-2027 (USD Billion)
- 5.4. Caffeinated Beverage Market, Sub Segment Analysis
  - 5.4.1. Carbonated Soft Drinks
  - 5.4.2. Energy Drinks
  - 5.4.3. RTD Tea & Coffee
  - 5.4.4. Others

## **CHAPTER 6. GLOBAL CAFFEINATED BEVERAGE MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Snapshot
- 6.2. Global Caffeinated Beverage Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Caffeinated Beverage Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)
- 6.4. Caffeinated Beverage Market, Sub Segment Analysis
  - 6.4.1. Online
  - 6.4.2. Offline

## **CHAPTER 7. GLOBAL CAFFEINATED BEVERAGE MARKET, REGIONAL ANALYSIS**

- 7.1. Caffeinated Beverage Market, Regional Market Snapshot
- 7.2. North America Caffeinated Beverage Market
  - 7.2.1. U.S. Caffeinated Beverage Market
    - 7.2.1.1. Product breakdown estimates & forecasts, 2018-2027
    - 7.2.1.2. Distribution Channel breakdown estimates & forecasts, 2018-2027
  - 7.2.2. Canada Caffeinated Beverage Market
- 7.3. Europe Caffeinated Beverage Market Snapshot
  - 7.3.1. U.K. Caffeinated Beverage Market
  - 7.3.2. Germany Caffeinated Beverage Market
  - 7.3.3. France Caffeinated Beverage Market
  - 7.3.4. Spain Caffeinated Beverage Market
  - 7.3.5. Italy Caffeinated Beverage Market
  - 7.3.6. Rest of Europe Caffeinated Beverage Market
- 7.4. Asia-Pacific Caffeinated Beverage Market Snapshot
  - 7.4.1. China Caffeinated Beverage Market
  - 7.4.2. India Caffeinated Beverage Market
  - 7.4.3. Japan Caffeinated Beverage Market
  - 7.4.4. Australia Caffeinated Beverage Market
  - 7.4.5. South Korea Caffeinated Beverage Market
  - 7.4.6. Rest of Asia Pacific Caffeinated Beverage Market
- 7.5. Latin America Caffeinated Beverage Market Snapshot
  - 7.5.1. Brazil Caffeinated Beverage Market
  - 7.5.2. Mexico Caffeinated Beverage Market
- 7.6. Rest of The World Caffeinated Beverage Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Keurig Dr Pepper, Inc.
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Monster Energy Company

- 8.2.3. PepsiCo
- 8.2.4. RED BULL
- 8.2.5. Rockstar, Inc.
- 8.2.6. The Coca-Cola Company.
- 8.2.7. Arizona Beverage Company
- 8.2.8. Living Essentials Marketing, LLC
- 8.2.9. Beaver Buzz
- 8.2.10. Clear Cut Phocus

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Caffeinated Beverage Market, report scope

TABLE 2. Global Caffeinated Beverage Market estimates & forecasts by region  
2018-2027 (USD Billion)

TABLE 3. Global Caffeinated Beverage Market estimates & forecasts by Product  
2018-2027 (USD Billion)

TABLE 4. Global Caffeinated Beverage Market estimates & forecasts by Distribution  
Channel 2018-2027 (USD Billion)

TABLE 5. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 6. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 7. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 8. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 9. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 10. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 11. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 12. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 13. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 14. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 15. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 16. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 17. Global Caffeinated Beverage Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 18. Global Caffeinated Beverage Market by region, estimates & forecasts,  
2018-2027 (USD Billion)



TABLE 19. Global Caffeinated Beverage Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. Global Caffeinated Beverage Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. U.S. Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. U.S. Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. U.S. Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. Canada Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. Canada Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Canada Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. UK Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. UK Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. UK Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. Germany Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. Germany Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. Germany Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. France Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. France Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. France Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. Spain Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Spain Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Spain Caffeinated Beverage Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 39. Italy Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 40. Italy Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. Italy Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. ROE Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. ROE Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. ROE Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. China Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. China Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. China Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. India Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. India Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. India Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. Japan Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Japan Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Japan Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. Australia Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 55. Australia Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. Australia Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 57. South Korea Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 58. South Korea Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 59. South Korea Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 60. ROPAC Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 61. ROPAC Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 62. ROPAC Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 63. Brazil Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 64. Brazil Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 65. Brazil Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 66. Mexico Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 67. Mexico Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 68. Mexico Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 69. ROLA Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 70. ROLA Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 71. ROLA Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 72. ROW Caffeinated Beverage Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 73. ROW Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 74. ROW Caffeinated Beverage Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 75. List of secondary sources used in the study of global Caffeinated Beverage Market.

TABLE 76. List of primary sources used in the study of global Caffeinated Beverage Market.

TABLE 77. Years considered for the study.

TABLE 78. Exchange rates considered.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Caffeinated Beverage Market, research methodology
- FIG 2. Global Caffeinated Beverage Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Caffeinated Beverage Market, key trends 2020
- FIG 5. Global Caffeinated Beverage Market, growth prospects 2021-2027
- FIG 6. Global Caffeinated Beverage Market, porters 5 force model
- FIG 7. Global Caffeinated Beverage Market, pest analysis
- FIG 8. Global Caffeinated Beverage Market, value chain analysis
- FIG 9. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Caffeinated Beverage Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Caffeinated Beverage Market, regional snapshot 2018 & 2027
- FIG 18. North America Caffeinated Beverage Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Caffeinated Beverage Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Caffeinated Beverage Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Caffeinated Beverage Market 2018 & 2027 (USD Billion)
- FIG 22. Global Caffeinated Beverage Market, company market share analysis (2020)

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