

Global Energy Drinks Market Size study & Forecast, by Product (Drinks, Shots, Mixers), by Type (Conventional, Organic), by Packaging (Cans, Bottles, Others), by Distribution Channel (On-trade, Off-trade) and Regional Analysis, 2022-2029

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Abstracts

Global Energy Drinks Market is valued approximately at USD 86.35 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 8.00% over the forecast period 2022-2029. The market expansion has been influenced by the rising demand for energy drinks as a potential energy booster to enhance physical and mental performance. Drinks without sugar, glucose, or high fructose corn syrup are becoming popular among customers. These drinks are being aggressively marketed by companies as functional beverages that improve both physical and mental energy and alertness. The major driving factors for the Global Energy Drinks Market are growing consumer demand and increasing disposable income. Moreover, Product innovation and growing initiatives by the key market players is creating lucrative growth opportunity for the market over the forecast period 2022-2029.

In December 2021, a survey by Mintel found that the demand for energy drinks was increasing among consumers who are looking for functional beverages that can provide an energy boost, mental alertness, and other health benefits. Along with this, in March 2022, a report by Euromonitor International found that the global energy drinks market had grown by 3.9% in 2021, driven by the increasing popularity of energy drinks among young consumers who are looking for a quick energy boost and mental alertness. However, the high cost of Energy Drinks stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Energy Drinks Market study includes Asia

Pacific, North America, Europe, Latin America, and Rest of the World. North American energy drinks market is one of the largest in the world, with the United States being the dominant player. The region has a high level of disposable income and a large young population that is the primary target for energy drinks. However, there is growing concern about the health effects of energy drinks, leading to increased regulations and consumer awareness. Asia-Pacific region is the fastest-growing market for energy drinks, with countries such as China, Japan, and India leading the way. The region has a large and growing young population that is increasingly interested in Western lifestyle trends, including energy drinks. However, cultural and regulatory differences may limit the growth potential in certain countries.

Major market player included in this report are:

Red Bull (Austria)

Taisho Pharmaceutical Co. Ltd. (Japan)

PepsiCo. Inc. (USA)

Monster Energy (USA)

Lucozade (United Kingdom)

The Coca-Cola Company (USA)

Amway (USA)

AriZona Beverages USA (USA)

Living Essentials LLC (USA)

Xyience Energy (USA)

Recent Developments in the Market:

Anheuser-Busch Companies LLC plans to introduce energy drinks in India in January 2022 as the category is predominantly driven by millennials and wealthy consumers in the nation's major urban centres.

PepsiCo, Inc. introduced a hemp energy drink with caffeine, vitamin B, spearmint, lemon balm, and hemp oil in the United States in February 2022.

Global 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 Product, Packaging, Type, 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 Product:

Drinks

Shots

Mixers

By Type:

Conventional

Organic

By Packaging:

Cans

Bottles

Others

By Distribution Channel:

On-trade

Off-trade

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

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