

# Global Power Drink Market Research Report 2024, Forecast to 2032

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## Abstracts

### Report Overview

Functional drinks are drinks that regulate human function to a certain extent by adjusting the composition and proportion of nutrients in the drink.

The global Power Drink market size was estimated at USD 1229130 million in 2023 and is projected to reach USD 3195515.32 million by 2032, exhibiting a CAGR of 11.20% during the forecast period.

North America Power Drink market size was estimated at USD 384720.85 million in 2023, at a CAGR of 9.60% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Power Drink market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Power Drink Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Power Drink market in any manner.

## Global Power Drink Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Red Bull North America

Monster Beverage Corp.

Rockstar Inc.

High Performance Beverages

Amway

Arizona beverage

Campbell Soup Company

Bundled

Metta

National Beverage Corp.

PepsiCo

Inc.

Suntory Holdings Limited

Taisho Pharmaceutical Co.

Ltd.

Mutalo Group

Southeast Bottling & Beverage

Power Brands

David Berryman Ltd.

Market Segmentation (by Type)

Caffeinated

Decaffeinated

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Power Drink Market

Overview of the regional outlook of the Power Drink Market:

### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth

as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product

type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Power Drink Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Power Drink, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development

potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Power Drink
- 1.2 Key Market Segments
  - 1.2.1 Power Drink Segment by Type
  - 1.2.2 Power Drink Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 POWER DRINK MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Power Drink Market Size (M USD) Estimates and Forecasts (2019-2032)
  - 2.1.2 Global Power Drink Sales Estimates and Forecasts (2019-2032)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 POWER DRINK MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Power Drink Sales by Manufacturers (2019-2024)
- 3.2 Global Power Drink Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Power Drink Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Power Drink Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Power Drink Sales Sites, Area Served, Product Type
- 3.6 Power Drink Market Competitive Situation and Trends
  - 3.6.1 Power Drink Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Power Drink Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 POWER DRINK INDUSTRY CHAIN ANALYSIS**

- 4.1 Power Drink Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials

- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF POWER DRINK MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 POWER DRINK MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Power Drink Sales Market Share by Type (2019-2024)
- 6.3 Global Power Drink Market Size Market Share by Type (2019-2024)
- 6.4 Global Power Drink Price by Type (2019-2024)

## **7 POWER DRINK MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Power Drink Market Sales by Application (2019-2024)
- 7.3 Global Power Drink Market Size (M USD) by Application (2019-2024)
- 7.4 Global Power Drink Sales Growth Rate by Application (2019-2024)

## **8 POWER DRINK MARKET CONSUMPTION BY REGION**

- 8.1 Global Power Drink Sales by Region
  - 8.1.1 Global Power Drink Sales by Region
  - 8.1.2 Global Power Drink Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Power Drink Sales by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada

- 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Power Drink Sales by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 Asia Pacific Power Drink Sales by Region
  - 8.4.2 China
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 India
  - 8.4.6 Southeast Asia
- 8.5 South America
  - 8.5.1 South America Power Drink Sales by Country
  - 8.5.2 Brazil
  - 8.5.3 Argentina
  - 8.5.4 Columbia
- 8.6 Middle East and Africa
  - 8.6.1 Middle East and Africa Power Drink Sales by Region
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE
  - 8.6.4 Egypt
  - 8.6.5 Nigeria
  - 8.6.6 South Africa

## **9 POWER DRINK MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Power Drink by Region (2019-2024)
- 9.2 Global Power Drink Revenue Market Share by Region (2019-2024)
- 9.3 Global Power Drink Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Power Drink Production
  - 9.4.1 North America Power Drink Production Growth Rate (2019-2024)
  - 9.4.2 North America Power Drink Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Power Drink Production
  - 9.5.1 Europe Power Drink Production Growth Rate (2019-2024)

- 9.5.2 Europe Power Drink Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Power Drink Production (2019-2024)
  - 9.6.1 Japan Power Drink Production Growth Rate (2019-2024)
  - 9.6.2 Japan Power Drink Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Power Drink Production (2019-2024)
  - 9.7.1 China Power Drink Production Growth Rate (2019-2024)
  - 9.7.2 China Power Drink Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Red Bull North America
  - 10.1.1 Red Bull North America Power Drink Basic Information
  - 10.1.2 Red Bull North America Power Drink Product Overview
  - 10.1.3 Red Bull North America Power Drink Product Market Performance
  - 10.1.4 Red Bull North America Business Overview
  - 10.1.5 Red Bull North America Power Drink SWOT Analysis
  - 10.1.6 Red Bull North America Recent Developments
- 10.2 Monster Beverage Corp.
  - 10.2.1 Monster Beverage Corp. Power Drink Basic Information
  - 10.2.2 Monster Beverage Corp. Power Drink Product Overview
  - 10.2.3 Monster Beverage Corp. Power Drink Product Market Performance
  - 10.2.4 Monster Beverage Corp. Business Overview
  - 10.2.5 Monster Beverage Corp. Power Drink SWOT Analysis
  - 10.2.6 Monster Beverage Corp. Recent Developments
- 10.3 Rockstar Inc.
  - 10.3.1 Rockstar Inc. Power Drink Basic Information
  - 10.3.2 Rockstar Inc. Power Drink Product Overview
  - 10.3.3 Rockstar Inc. Power Drink Product Market Performance
  - 10.3.4 Rockstar Inc. Power Drink SWOT Analysis
  - 10.3.5 Rockstar Inc. Business Overview
  - 10.3.6 Rockstar Inc. Recent Developments
- 10.4 High Performance Beverages
  - 10.4.1 High Performance Beverages Power Drink Basic Information
  - 10.4.2 High Performance Beverages Power Drink Product Overview
  - 10.4.3 High Performance Beverages Power Drink Product Market Performance
  - 10.4.4 High Performance Beverages Business Overview
  - 10.4.5 High Performance Beverages Recent Developments
- 10.5 Amway
  - 10.5.1 Amway Power Drink Basic Information

- 10.5.2 Amway Power Drink Product Overview
- 10.5.3 Amway Power Drink Product Market Performance
- 10.5.4 Amway Business Overview
- 10.5.5 Amway Recent Developments
- 10.6 Arizona beverage
  - 10.6.1 Arizona beverage Power Drink Basic Information
  - 10.6.2 Arizona beverage Power Drink Product Overview
  - 10.6.3 Arizona beverage Power Drink Product Market Performance
  - 10.6.4 Arizona beverage Business Overview
  - 10.6.5 Arizona beverage Recent Developments
- 10.7 Campbell Soup Company
  - 10.7.1 Campbell Soup Company Power Drink Basic Information
  - 10.7.2 Campbell Soup Company Power Drink Product Overview
  - 10.7.3 Campbell Soup Company Power Drink Product Market Performance
  - 10.7.4 Campbell Soup Company Business Overview
  - 10.7.5 Campbell Soup Company Recent Developments
- 10.8 Bundled
  - 10.8.1 Bundled Power Drink Basic Information
  - 10.8.2 Bundled Power Drink Product Overview
  - 10.8.3 Bundled Power Drink Product Market Performance
  - 10.8.4 Bundled Business Overview
  - 10.8.5 Bundled Recent Developments
- 10.9 Metta
  - 10.9.1 Metta Power Drink Basic Information
  - 10.9.2 Metta Power Drink Product Overview
  - 10.9.3 Metta Power Drink Product Market Performance
  - 10.9.4 Metta Business Overview
  - 10.9.5 Metta Recent Developments
- 10.10 National Beverage Corp.
  - 10.10.1 National Beverage Corp. Power Drink Basic Information
  - 10.10.2 National Beverage Corp. Power Drink Product Overview
  - 10.10.3 National Beverage Corp. Power Drink Product Market Performance
  - 10.10.4 National Beverage Corp. Business Overview
  - 10.10.5 National Beverage Corp. Recent Developments
- 10.11 PepsiCo
  - 10.11.1 PepsiCo Power Drink Basic Information
  - 10.11.2 PepsiCo Power Drink Product Overview
  - 10.11.3 PepsiCo Power Drink Product Market Performance
  - 10.11.4 PepsiCo Business Overview

- 10.11.5 PepsiCo Recent Developments
- 10.12 Inc.
  - 10.12.1 Inc. Power Drink Basic Information
  - 10.12.2 Inc. Power Drink Product Overview
  - 10.12.3 Inc. Power Drink Product Market Performance
  - 10.12.4 Inc. Business Overview
  - 10.12.5 Inc. Recent Developments
- 10.13 Suntory Holdings Limited
  - 10.13.1 Suntory Holdings Limited Power Drink Basic Information
  - 10.13.2 Suntory Holdings Limited Power Drink Product Overview
  - 10.13.3 Suntory Holdings Limited Power Drink Product Market Performance
  - 10.13.4 Suntory Holdings Limited Business Overview
  - 10.13.5 Suntory Holdings Limited Recent Developments
- 10.14 Taisho Pharmaceutical Co.
  - 10.14.1 Taisho Pharmaceutical Co. Power Drink Basic Information
  - 10.14.2 Taisho Pharmaceutical Co. Power Drink Product Overview
  - 10.14.3 Taisho Pharmaceutical Co. Power Drink Product Market Performance
  - 10.14.4 Taisho Pharmaceutical Co. Business Overview
  - 10.14.5 Taisho Pharmaceutical Co. Recent Developments
- 10.15 Ltd.
  - 10.15.1 Ltd. Power Drink Basic Information
  - 10.15.2 Ltd. Power Drink Product Overview
  - 10.15.3 Ltd. Power Drink Product Market Performance
  - 10.15.4 Ltd. Business Overview
  - 10.15.5 Ltd. Recent Developments
- 10.16 Mutalo Group
  - 10.16.1 Mutalo Group Power Drink Basic Information
  - 10.16.2 Mutalo Group Power Drink Product Overview
  - 10.16.3 Mutalo Group Power Drink Product Market Performance
  - 10.16.4 Mutalo Group Business Overview
  - 10.16.5 Mutalo Group Recent Developments
- 10.17 Southeast Bottling and Beverage
  - 10.17.1 Southeast Bottling and Beverage Power Drink Basic Information
  - 10.17.2 Southeast Bottling and Beverage Power Drink Product Overview
  - 10.17.3 Southeast Bottling and Beverage Power Drink Product Market Performance
  - 10.17.4 Southeast Bottling and Beverage Business Overview
  - 10.17.5 Southeast Bottling and Beverage Recent Developments
- 10.18 Power Brands
  - 10.18.1 Power Brands Power Drink Basic Information

- 10.18.2 Power Brands Power Drink Product Overview
- 10.18.3 Power Brands Power Drink Product Market Performance
- 10.18.4 Power Brands Business Overview
- 10.18.5 Power Brands Recent Developments
- 10.19 David Berryman Ltd.
  - 10.19.1 David Berryman Ltd. Power Drink Basic Information
  - 10.19.2 David Berryman Ltd. Power Drink Product Overview
  - 10.19.3 David Berryman Ltd. Power Drink Product Market Performance
  - 10.19.4 David Berryman Ltd. Business Overview
  - 10.19.5 David Berryman Ltd. Recent Developments

## **11 POWER DRINK MARKET FORECAST BY REGION**

- 11.1 Global Power Drink Market Size Forecast
- 11.2 Global Power Drink Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Power Drink Market Size Forecast by Country
  - 11.2.3 Asia Pacific Power Drink Market Size Forecast by Region
  - 11.2.4 South America Power Drink Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Consumption of Power Drink by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

- 12.1 Global Power Drink Market Forecast by Type (2025-2032)
  - 12.1.1 Global Forecasted Sales of Power Drink by Type (2025-2032)
  - 12.1.2 Global Power Drink Market Size Forecast by Type (2025-2032)
  - 12.1.3 Global Forecasted Price of Power Drink by Type (2025-2032)
- 12.2 Global Power Drink Market Forecast by Application (2025-2032)
  - 12.2.1 Global Power Drink Sales (K MT) Forecast by Application
  - 12.2.2 Global Power Drink Market Size (M USD) Forecast by Application (2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Power Drink Market Size Comparison by Region (M USD)
- Table 5. Global Power Drink Sales (K MT) by Manufacturers (2019-2024)
- Table 6. Global Power Drink Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global Power Drink Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global Power Drink Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Power Drink as of 2022)
- Table 10. Global Market Power Drink Average Price (USD/MT) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers Power Drink Sales Sites and Area Served
- Table 12. Manufacturers Power Drink Product Type
- Table 13. Global Power Drink Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Power Drink
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Power Drink Market Challenges
- Table 22. Global Power Drink Sales by Type (K MT)
- Table 23. Global Power Drink Market Size by Type (M USD)
- Table 24. Global Power Drink Sales (K MT) by Type (2019-2024)
- Table 25. Global Power Drink Sales Market Share by Type (2019-2024)
- Table 26. Global Power Drink Market Size (M USD) by Type (2019-2024)
- Table 27. Global Power Drink Market Size Share by Type (2019-2024)
- Table 28. Global Power Drink Price (USD/MT) by Type (2019-2024)
- Table 29. Global Power Drink Sales (K MT) by Application
- Table 30. Global Power Drink Market Size by Application
- Table 31. Global Power Drink Sales by Application (2019-2024) & (K MT)
- Table 32. Global Power Drink Sales Market Share by Application (2019-2024)

Table 33. Global Power Drink Sales by Application (2019-2024) & (M USD)  
Table 34. Global Power Drink Market Share by Application (2019-2024)  
Table 35. Global Power Drink Sales Growth Rate by Application (2019-2024)  
Table 36. Global Power Drink Sales by Region (2019-2024) & (K MT)  
Table 37. Global Power Drink Sales Market Share by Region (2019-2024)  
Table 38. North America Power Drink Sales by Country (2019-2024) & (K MT)  
Table 39. Europe Power Drink Sales by Country (2019-2024) & (K MT)  
Table 40. Asia Pacific Power Drink Sales by Region (2019-2024) & (K MT)  
Table 41. South America Power Drink Sales by Country (2019-2024) & (K MT)  
Table 42. Middle East and Africa Power Drink Sales by Region (2019-2024) & (K MT)  
Table 43. Global Power Drink Production (K MT) by Region (2019-2024)  
Table 44. Global Power Drink Revenue (US\$ Million) by Region (2019-2024)  
Table 45. Global Power Drink Revenue Market Share by Region (2019-2024)  
Table 46. Global Power Drink Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 47. North America Power Drink Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 48. Europe Power Drink Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 49. Japan Power Drink Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 50. China Power Drink Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)  
Table 51. Red Bull North America Power Drink Basic Information  
Table 52. Red Bull North America Power Drink Product Overview  
Table 53. Red Bull North America Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)  
Table 54. Red Bull North America Business Overview  
Table 55. Red Bull North America Power Drink SWOT Analysis  
Table 56. Red Bull North America Recent Developments  
Table 57. Monster Beverage Corp. Power Drink Basic Information  
Table 58. Monster Beverage Corp. Power Drink Product Overview  
Table 59. Monster Beverage Corp. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)  
Table 60. Monster Beverage Corp. Business Overview  
Table 61. Monster Beverage Corp. Power Drink SWOT Analysis  
Table 62. Monster Beverage Corp. Recent Developments  
Table 63. Rockstar Inc. Power Drink Basic Information  
Table 64. Rockstar Inc. Power Drink Product Overview

Table 65. Rockstar Inc. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 66. Rockstar Inc. Power Drink SWOT Analysis

Table 67. Rockstar Inc. Business Overview

Table 68. Rockstar Inc. Recent Developments

Table 69. High Performance Beverages Power Drink Basic Information

Table 70. High Performance Beverages Power Drink Product Overview

Table 71. High Performance Beverages Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 72. High Performance Beverages Business Overview

Table 73. High Performance Beverages Recent Developments

Table 74. Amway Power Drink Basic Information

Table 75. Amway Power Drink Product Overview

Table 76. Amway Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 77. Amway Business Overview

Table 78. Amway Recent Developments

Table 79. Arizona beverage Power Drink Basic Information

Table 80. Arizona beverage Power Drink Product Overview

Table 81. Arizona beverage Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 82. Arizona beverage Business Overview

Table 83. Arizona beverage Recent Developments

Table 84. Campbell Soup Company Power Drink Basic Information

Table 85. Campbell Soup Company Power Drink Product Overview

Table 86. Campbell Soup Company Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 87. Campbell Soup Company Business Overview

Table 88. Campbell Soup Company Recent Developments

Table 89. Bundled Power Drink Basic Information

Table 90. Bundled Power Drink Product Overview

Table 91. Bundled Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 92. Bundled Business Overview

Table 93. Bundled Recent Developments

Table 94. Metta Power Drink Basic Information

Table 95. Metta Power Drink Product Overview

Table 96. Metta Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 97. Metta Business Overview

Table 98. Metta Recent Developments

Table 99. National Beverage Corp. Power Drink Basic Information

Table 100. National Beverage Corp. Power Drink Product Overview

Table 101. National Beverage Corp. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 102. National Beverage Corp. Business Overview

Table 103. National Beverage Corp. Recent Developments

Table 104. PepsiCo Power Drink Basic Information

Table 105. PepsiCo Power Drink Product Overview

Table 106. PepsiCo Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 107. PepsiCo Business Overview

Table 108. PepsiCo Recent Developments

Table 109. Inc. Power Drink Basic Information

Table 110. Inc. Power Drink Product Overview

Table 111. Inc. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 112. Inc. Business Overview

Table 113. Inc. Recent Developments

Table 114. Suntory Holdings Limited Power Drink Basic Information

Table 115. Suntory Holdings Limited Power Drink Product Overview

Table 116. Suntory Holdings Limited Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 117. Suntory Holdings Limited Business Overview

Table 118. Suntory Holdings Limited Recent Developments

Table 119. Taisho Pharmaceutical Co. Power Drink Basic Information

Table 120. Taisho Pharmaceutical Co. Power Drink Product Overview

Table 121. Taisho Pharmaceutical Co. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 122. Taisho Pharmaceutical Co. Business Overview

Table 123. Taisho Pharmaceutical Co. Recent Developments

Table 124. Ltd. Power Drink Basic Information

Table 125. Ltd. Power Drink Product Overview

Table 126. Ltd. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 127. Ltd. Business Overview

Table 128. Ltd. Recent Developments

Table 129. Mutalo Group Power Drink Basic Information

- Table 130. Mutalo Group Power Drink Product Overview
- Table 131. Mutalo Group Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 132. Mutalo Group Business Overview
- Table 133. Mutalo Group Recent Developments
- Table 134. Southeast Bottling and Beverage Power Drink Basic Information
- Table 135. Southeast Bottling and Beverage Power Drink Product Overview
- Table 136. Southeast Bottling and Beverage Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 137. Southeast Bottling and Beverage Business Overview
- Table 138. Southeast Bottling and Beverage Recent Developments
- Table 139. Power Brands Power Drink Basic Information
- Table 140. Power Brands Power Drink Product Overview
- Table 141. Power Brands Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 142. Power Brands Business Overview
- Table 143. Power Brands Recent Developments
- Table 144. David Berryman Ltd. Power Drink Basic Information
- Table 145. David Berryman Ltd. Power Drink Product Overview
- Table 146. David Berryman Ltd. Power Drink Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 147. David Berryman Ltd. Business Overview
- Table 148. David Berryman Ltd. Recent Developments
- Table 149. Global Power Drink Sales Forecast by Region (2025-2032) & (K MT)
- Table 150. Global Power Drink Market Size Forecast by Region (2025-2032) & (M USD)
- Table 151. North America Power Drink Sales Forecast by Country (2025-2032) & (K MT)
- Table 152. North America Power Drink Market Size Forecast by Country (2025-2032) & (M USD)
- Table 153. Europe Power Drink Sales Forecast by Country (2025-2032) & (K MT)
- Table 154. Europe Power Drink Market Size Forecast by Country (2025-2032) & (M USD)
- Table 155. Asia Pacific Power Drink Sales Forecast by Region (2025-2032) & (K MT)
- Table 156. Asia Pacific Power Drink Market Size Forecast by Region (2025-2032) & (M USD)
- Table 157. South America Power Drink Sales Forecast by Country (2025-2032) & (K MT)
- Table 158. South America Power Drink Market Size Forecast by Country (2025-2032) & (M USD)

Table 159. Middle East and Africa Power Drink Consumption Forecast by Country (2025-2032) & (Units)

Table 160. Middle East and Africa Power Drink Market Size Forecast by Country (2025-2032) & (M USD)

Table 161. Global Power Drink Sales Forecast by Type (2025-2032) & (K MT)

Table 162. Global Power Drink Market Size Forecast by Type (2025-2032) & (M USD)

Table 163. Global Power Drink Price Forecast by Type (2025-2032) & (USD/MT)

Table 164. Global Power Drink Sales (K MT) Forecast by Application (2025-2032)

Table 165. Global Power Drink Market Size Forecast by Application (2025-2032) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Power Drink
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Power Drink Market Size (M USD), 2019-2032
- Figure 5. Global Power Drink Market Size (M USD) (2019-2032)
- Figure 6. Global Power Drink Sales (K MT) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Power Drink Market Size by Country (M USD)
- Figure 11. Power Drink Sales Share by Manufacturers in 2023
- Figure 12. Global Power Drink Revenue Share by Manufacturers in 2023
- Figure 13. Power Drink Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Power Drink Average Price (USD/MT) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Power Drink Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Power Drink Market Share by Type
- Figure 18. Sales Market Share of Power Drink by Type (2019-2024)
- Figure 19. Sales Market Share of Power Drink by Type in 2023
- Figure 20. Market Size Share of Power Drink by Type (2019-2024)
- Figure 21. Market Size Market Share of Power Drink by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Power Drink Market Share by Application
- Figure 24. Global Power Drink Sales Market Share by Application (2019-2024)
- Figure 25. Global Power Drink Sales Market Share by Application in 2023
- Figure 26. Global Power Drink Market Share by Application (2019-2024)
- Figure 27. Global Power Drink Market Share by Application in 2023
- Figure 28. Global Power Drink Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Power Drink Sales Market Share by Region (2019-2024)
- Figure 30. North America Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 31. North America Power Drink Sales Market Share by Country in 2023
- Figure 32. U.S. Power Drink Sales and Growth Rate (2019-2024) & (K MT)

- Figure 33. Canada Power Drink Sales (K MT) and Growth Rate (2019-2024)
- Figure 34. Mexico Power Drink Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 36. Europe Power Drink Sales Market Share by Country in 2023
- Figure 37. Germany Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 38. France Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 39. U.K. Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 40. Italy Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 41. Russia Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 42. Asia Pacific Power Drink Sales and Growth Rate (K MT)
- Figure 43. Asia Pacific Power Drink Sales Market Share by Region in 2023
- Figure 44. China Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 45. Japan Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 46. South Korea Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 47. India Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 48. Southeast Asia Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 49. South America Power Drink Sales and Growth Rate (K MT)
- Figure 50. South America Power Drink Sales Market Share by Country in 2023
- Figure 51. Brazil Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 52. Argentina Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 53. Columbia Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 54. Middle East and Africa Power Drink Sales and Growth Rate (K MT)
- Figure 55. Middle East and Africa Power Drink Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 57. UAE Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 58. Egypt Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 59. Nigeria Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 60. South Africa Power Drink Sales and Growth Rate (2019-2024) & (K MT)
- Figure 61. Global Power Drink Production Market Share by Region (2019-2024)
- Figure 62. North America Power Drink Production (K MT) Growth Rate (2019-2024)
- Figure 63. Europe Power Drink Production (K MT) Growth Rate (2019-2024)
- Figure 64. Japan Power Drink Production (K MT) Growth Rate (2019-2024)
- Figure 65. China Power Drink Production (K MT) Growth Rate (2019-2024)
- Figure 66. Global Power Drink Sales Forecast by Volume (2019-2032) & (K MT)
- Figure 67. Global Power Drink Market Size Forecast by Value (2019-2032) & (M USD)
- Figure 68. Global Power Drink Sales Market Share Forecast by Type (2025-2032)
- Figure 69. Global Power Drink Market Share Forecast by Type (2025-2032)
- Figure 70. Global Power Drink Sales Forecast by Application (2025-2032)
- Figure 71. Global Power Drink Market Share Forecast by Application (2025-2032)

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