

Global Energy Drinks Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

SCOPE OF THE REPORT

The report entitled “Global Energy Drinks Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of the global energy drinks market, with detailed analysis of market size and growth. The analysis includes the market by value, by share of players, by volume, by region, etc. The energy drink market analysis of North America, Europe, Middle East & Africa, Asia-Pacific is also provided in the report.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global energy drinks market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Redbull GmbH, PepsiCo, Rockstar Inc. and Monster Beverage Corporation are some of the key players operating in the global energy drinks market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

COUNTRY COVERAGE

North America

Europe

Middle East & Africa

Asia-Pacific

COMPANY COVERAGE

Redbull GmbH

PepsiCo

Rockstar Inc.

Monster Beverage Corporation

EXECUTIVE SUMMARY

Generally, energy drinks are provided in energy shots, relaxation drinks and caffeinated alcoholic drinks. Also, Energy drinks are now becoming the new substitute for soft drinks in the bars where most of the youngsters visits consistently. Energy drinks composes of both advantages like energy boosting, and disadvantages like cardiovascular problems.

Global energy drinks market is expected to increase with steady growth rates during the forecasted period (2017-2021). Global energy drinks market is supported by various growth drivers, such as, significant raise in athletic and sports persons, increase in disposable income, hectic lifestyle, etc. Still, the market faces certain challenges, such as, wide awake drunkenness, side effects, issues regarding caffeine, etc. Few trends of the market are demand for sugar free & organic energy drinks, low calorie energy drinks, integrating product through sports events, etc.

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