

# Global Functional Drinks Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

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## Abstracts

### Scope of the Report

The report titled “Global Functional Drinks Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)”, provides an in-depth analysis of the global functional drinks market with description of market sizing and growth. Furthermore, the report also provides detailed analysis of market by value, by type and by region.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall global functional drinks market has also been forecasted for the years 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Some of the major players operating in the global functional drinks market are Nestle S.A., The Coca Cola Company, Monster Beverage Corporation and PepsiCo, Inc., whose company profiling has been done in the report. Furthermore, in this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

### Region Coverage

Asia Pacific

North America

Europe

Middle East & Africa

## **Company Coverage**

Nestle S.A.

The Coca Cola Company

Monster Beverage Corporation

PepsiCo, Inc.

## **Executive Summary**

Functional drinks are non-alcoholic beverages with certain health benefits which keep the body hydrated and supply overall body nutrients. Functional drinks provide several health related benefits like manages cholesterol level, form healthy immune system, advances the health of the bone, heart, and other benefits connected with eye and vision. Some popular functional beverages include energy drinks, probiotic drinks, herbal and fruit teas, fruit & vegetable juices, fortified water, yogurt & dairy drinks, non-dairy beverages, etc.

The global functional drinks market has progressed promptly over the years and the market is further anticipated to escalate during the forecasted years 2020 to 2024. The market would augment owing to numerous growth drivers such as escalating disposable income, rising youth population, increasing urban population, swelling functional food demand, bulging employed population, surging health awareness, etc.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are changes in consumers' preferences and criticism of energy drink products. Moreover, the market growth would succeed by various market trends like augmenting demand for vegan beverages, escalating e-commerce retail sales, rising number of sports events, etc.

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