

Our Changing Energy Routine: Global Energy Drinks, Caffeine and Energy-Boosting Products

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Abstracts

This report explores the changing energy drinks category, which remains one of the fastest growing areas of the global soft drinks industry. Energy drinks are placed in the context of wider, increasingly diverse demand for energy-boosting beverages, foods and supplements. What are the regional preferences for caffeine and other energy-boosting products, and how are consumer preferences for such products changing?

et at a national level. It provides the latest retail sales data (2013-2017), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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