

Energy Drinks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global energy drinks market size reached US\$ 42.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 63.4 Billion by 2028, exhibiting a growth rate (CAGR) of 6.8% during 2023-2028.

Energy drinks are popular dietary supplements with high levels of stimulant ingredients, such as caffeine and guarana, as well as sugar, taurine, ginseng, vitamins, Yohimbe, carnitine, bitter orange, and glucuronolactone. They comprise sports drinks, beverage concentrates, bottled water, carbonated drinks, fruit and vegetable juices, and ready-to-drink tea and coffee. At present, a significant rise in the number of individuals participating in sports and other physical activities is catalyzing the demand for energy drinks worldwide as they help increase energy levels and enhance mental alertness and physical performance.

Energy Drinks Market Trends:

Due to the growing prevalence of chronic medical conditions, there is a significant rise in the number of individuals adopting fitness activities. This represents one of the major factors driving the demand for energy drinks across the globe as they promote faster recovery after a workout. Moreover, the growing health consciousness among individuals, along with sedentary lifestyles and busy schedules of working professionals, is shifting consumer preferences towards functional beverages. This, in turn, is contributing to the growth of the market. In addition, the growing preference for ready-to-drink beverages is positively influencing the demand for energy drinks via e-commerce sites. Apart from this, leading market participants are introducing product variants manufactured using natural, plant-based ingredients, which are available in exotic

flavors. For instance, Metta Beverage Corp. introduces natural drinks using ginger, lemon, adaptogens, blueberry, and sea salt in a wide range of flavors. In line with this, they are increasingly investing in promotional activities like celebrity endorsements to attract a large consumer base. This, in confluence with the increasing influence of social media, is promoting the consumption of energy drinks.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global energy drinks market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, end user and distribution channel.

Breakup by Type:

- Alcoholic
- Non-Alcoholic

Breakup by End User:

- Kids
- Adults
- Teenagers

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Convenience Stores
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan

India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amway Corporation, Arizona Beverage Company, Campbell Soup Company, Bundled, LLC, Metta Beverage Inc., Monster Beverage Corporation, National Beverage Corp., Pepsi Bottling Group, Inc., Red Bull GmbH, Suntory Holdings Limited, and Taisho Pharmaceutical Co. Ltd.

Key Questions Answered in This Report:

How has the global energy drinks market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global energy drinks market?
What are the key regional markets?
What is the breakup of the market based on the type?
What is the breakup of the market based on the end user?
What is the breakup of the market based on the distribution channel?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global energy drinks market and who are the key players?
What is the degree of competition in the industry?

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