

# **Energy Drinks Market Report by Type (Alcoholic, Non-Alcoholic), End User (Kids, Adults, Teenagers), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global energy drinks market size reached US\$ 45.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 77.4 Billion by 2032, exhibiting a growth rate (CAGR) of 5.9% during 2024-2032. The increasing health and wellness awareness, rapid urbanization and hectic lifestyles, growing sports and fitness industry, targeted marketing and branding, expanding retail and distribution, and rising youth and millennial population are some of the major factors propelling the market.

An energy drink is a beverage formulated to provide a quick and temporary boost in physical and mental energy. These drinks typically contain a combination of ingredients, such as caffeine, vitamins, amino acids, and sugars or artificial sweeteners. The primary purpose of energy drinks is to alleviate fatigue, enhance focus, and promote alertness. They are commonly consumed by individuals seeking increased energy levels, particularly during periods of exertion, long working hours, or studying sessions. Energy drinks have gained popularity in various consumer segments, including athletes, students, and professionals seeking a quick pick-me-up.

As consumers become more health-conscious, there is a growing demand for energy drinks that offer functional benefits like improved focus, reduced fatigue, and enhanced athletic performance. Energy drink manufacturers have responded by introducing products with natural ingredients, reduced sugar content, and added vitamins to cater to this segment. Additionally, the rise in urbanization and fast-paced lifestyles has led to higher stress levels and increased need for instant energy solutions. Energy drinks

provide a convenient option for individuals seeking a quick boost of energy during busy workdays or physically demanding activities. Other than this, the burgeoning sports and fitness sector has been a significant driver for the energy drinks market. Athletes and fitness enthusiasts often consume these beverages to enhance their performance and aid post-workout recovery. Besides this, effective marketing strategies by energy drink companies have played a crucial role in expanding their consumer base. Clever branding, celebrity endorsements, and strategic sponsorships have helped create a strong association between energy drinks and an active lifestyle. In line with this, the easy availability of energy drinks in various retail channels, including supermarkets, convenience stores, gyms, and online platforms, has contributed to their accessibility and market penetration. Furthermore, the younger demographic, including millennials and Gen Z, represents a significant consumer base for energy drinks. Their affinity for convenience, desire for novel experiences, and willingness to explore different beverage options have further fueled the market's growth. Moreover, the shift towards functional beverages, offering more than just refreshment, has propelled the energy drinks market. Consumers seek products with added nutritional value and functional benefits beyond traditional soft drinks.

#### Energy Drinks Market Trends/Drivers:

##### Increasing Health and Wellness Awareness

The escalating awareness surrounding health and wellness has led consumers to prioritize products that align with their well-being goals. As a result, the global energy drinks market has witnessed a shift in demand towards healthier alternatives.

Consumers are now seeking energy drinks that contain natural ingredients, reduced levels of sugar, and added vitamins or antioxidants. Manufacturers have responded to this trend by introducing beverages that offer functional benefits beyond providing an energy boost. These include formulations with adaptogens, herbal extracts, and organic ingredients, which are perceived as healthier choices compared to traditional energy drinks with high sugar and artificial additives.

##### Urbanization and Hectic Lifestyles

As more people move to urban areas and engage in demanding professions, the need for quick and convenient energy solutions has intensified. Energy drinks serve as readily available options to combat fatigue, increase alertness, and enhance productivity during busy workdays or demanding physical activities. The on-the-go nature of these beverages fits seamlessly into the fast-paced urban lifestyle, making them a popular choice for individuals seeking an instant energy boost while managing their busy

schedules.

## Growing Sports and Fitness Industry

Athletes, fitness enthusiasts, and active individuals often consume energy drinks to augment their physical performance and endurance levels. These beverages are perceived to provide the necessary nutrients and stimulants that can improve exercise capacity and promote post-workout recovery. The association of energy drinks with enhanced athletic performance and the desire to achieve peak physical condition has created a substantial demand in this segment. As a result, energy drink manufacturers strategically target sports events and fitness communities, leveraging endorsements from athletes to strengthen their brand image and appeal to this specific consumer group.

### Energy Drinks Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global energy drinks market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on type, end user and distribution channel.

### Breakup by Type:

Alcoholic

Non-Alcoholic

Non-alcoholic energy drinks dominate the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes alcoholic and non-alcoholic. According to the report, non-alcoholic represented the largest segment.

A significant factor contributing to its dominance is the increasing global focus on health and wellness. As consumers become more conscious of the adverse effects of excessive alcohol consumption, many are opting for non-alcoholic beverages as healthier alternatives. Additionally, changing social norms and attitudes towards alcohol consumption have influenced consumer behavior. Younger generations, in particular, are adopting more responsible and moderate drinking habits or choosing to abstain from alcohol altogether. This shift in drinking patterns has led to a rise in the popularity of non-alcoholic beverages, including non-alcoholic beers, wines, and mocktails.

Moreover, the rise of designated drivers and the need for inclusive social experiences have further bolstered the demand for non-alcoholic options in social settings. The availability of a wide variety of flavorful and sophisticated non-alcoholic beverages has also contributed to their appeal among consumers, making them an attractive choice for those seeking enjoyable alternatives to alcoholic drinks.

#### Breakup by End User:

Kids

Adults

Teenagers

Adults hold the largest share in the market

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes kids, adults, and teenagers. According to the report, adults accounted for the largest market share.

Adults constitute a sizable and diverse consumer base, encompassing individuals aged 18 and above. This broad age range includes young adults seeking adventurous flavors and new beverage experiences, as well as mature adults who prioritize health and wellness aspects in their drink choices. Additionally, adults are more likely to have disposable income, making them a significant target for beverage companies seeking to capitalize on higher purchasing power. This demographic group is also more likely to engage in social gatherings, parties, and dining out, where beverages play a crucial role, further driving demand in the adult segment. Furthermore, as consumers age, they tend to move away from sugary and carbonated soft drinks, seeking more sophisticated and diverse beverage options. This shift in preference towards premium and healthier choices, such as natural juices, craft beverages, and functional drinks, has fueled the growth of the adult segment.

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Convenience Stores

Online Stores

Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty stores, convenience stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

Hypermarkets and supermarkets are major retail formats that cater to a diverse customer base, offering a comprehensive range of products, including beverages. Their extensive product selection allows consumers to find a variety of drinks, from soft drinks and juices to energy drinks and alcoholic beverages, all under one roof. Additionally, these retail formats benefit from economies of scale, enabling them to negotiate better deals with suppliers and offer competitive prices. This price advantage attracts a large number of consumers, making hypermarkets and supermarkets preferred shopping destinations. Other than this, the convenience factor plays a significant role.

Hypermarkets and supermarkets are usually strategically located in easily accessible areas, making them convenient for customers to visit during their routine shopping trips. This accessibility, coupled with longer operating hours, allows consumers to purchase beverages conveniently, encouraging repeat purchases. Moreover, these retail formats often implement effective promotional strategies, such as product displays, discounts, and special offers, further stimulating consumer demand for beverages.

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

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market.

North America has a well-established and highly developed beverage market, with a strong culture of on-the-go consumption and active lifestyles. As a result, energy drinks have found a natural fit within the daily routines of consumers seeking quick energy boosts to meet the demands of their busy lives. Additionally, aggressive marketing and innovative product launches by major energy drink companies have played a vital role in driving demand in North America. Clever branding, strategic partnerships, and celebrity endorsements have effectively positioned energy drinks as essential companions for various activities, including sports, work, and socializing, further fueling their popularity. Other than this, the region's growing fitness and wellness trends have also contributed to the rise in energy drink consumption. The focus on physical health and exercise has resulted in a demand for beverages that provide functional benefits and aid in performance enhancement, attracting fitness enthusiasts and athletes to energy drinks. Furthermore, North America has seen a rise in the popularity of energy drinks among the younger demographic, including millennials and Gen Z. Their affinity for adventurous flavors, novel experiences, and energy-boosting products has significantly boosted consumption in this market segment.

#### Competitive Landscape:

One of the significant initiatives involves continuous product innovation and diversification. These companies invest in research and development to create new



flavors, formulations, and packaging options that cater to evolving consumer preferences. By introducing novel products, they aim to attract new consumers and retain existing ones. Additionally, key players have been actively engaged in marketing and branding activities to build brand equity and create a strong market presence. They leverage aggressive advertising campaigns, social media, and influencer marketing to target their core audience effectively. Celebrity endorsements and sponsorships of sports events and music festivals further enhance brand visibility and appeal. Expanding their distribution networks is another essential effort made by key players. They collaborate with major retailers and distributors to ensure widespread availability of their products, both in traditional brick-and-mortar stores and online platforms. By maximizing their distribution reach, they can tap into new markets and increase sales potential. Moreover, sustainability and health-conscious initiatives have gained prominence in recent years. Leading energy drink companies are responding to consumer demands for healthier options by introducing low-sugar or sugar-free variants, as well as products made with natural ingredients and no artificial additives. These sustainability and health efforts not only meet consumer expectations but also address regulatory concerns and improve the overall brand image.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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  
Taisho Pharmaceutical Co. Ltd.

#### Recent Developments:

Monster Beverage Corporation acquired Bang Energy, known for its popular energy drinks. This acquisition of Bang Energy signifies a strategic move to expand Monster Beverage Corporation portfolio and market presence.

Pepsi Bottling Group Inc. introduced a new hemp-based energy drink in the United

States. This innovative beverage combines hemp oil, vitamin B, spearmint, lemon balm, and caffeine to offer consumers a unique and potentially refreshing experience. Red Bull GmbH recently introduced the new Red Edition, in India. It is a refreshing beverage infused with the delightful taste of Watermelon. This addition to their product line is specifically designed to cater to the on-the-go lifestyle of consumers, offering a convenient and invigorating option for those seeking a boost of energy.

#### 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 are the drivers, restraints, and opportunities in the global energy drinks market?

What is the impact of each driver, restraint, and opportunity on the global energy drinks market?

What are the key regional markets?

Which countries represent the most attractive energy drinks market?

What is the breakup of the market based on the type?

Which is the most attractive type in the energy drinks market?

What is the breakup of the market based on the end user?

Which is the most attractive end user in the energy drinks market?

What is the breakup of the market based on distribution channel?

Which is the most attractive distribution channel in the energy drinks market?

What is the competitive structure of the global energy drinks market?

Who are the key players/companies in the global energy drinks market?



## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL ENERGY DRINKS MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Alcoholic
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Non-Alcoholic
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY END USER**

### 7.1 Kids

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Adults

7.2.1 Market Trends

7.2.2 Market Forecast

### 7.3 Teenagers

7.3.1 Market Trends

7.3.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 8.1 Supermarkets and Hypermarkets

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Specialty Stores

8.2.1 Market Trends

8.2.2 Market Forecast

### 8.3 Convenience Stores

8.3.1 Market Trends

8.3.2 Market Forecast

### 8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

### 8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

## 9.2 Asia-Pacific

### 9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

### 9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

### 9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

### 9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

### 9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

### 9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

### 9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

## 9.3 Europe

### 9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

### 9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

### 9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

### 9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

### 9.3.5 Spain

9.3.5.1 Market Trends

9.3.5.2 Market Forecast

### 9.3.6 Russia

9.3.6.1 Market Trends

9.3.6.2 Market Forecast

9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

## 13 PRICE ANALYSIS

## 14 COMPETITIVE LANDSCAPE

### 14.1 Market Structure

### 14.2 Key Players

### 14.3 Profiles of Key Players

#### 14.3.1 Amway Corporation

##### 14.3.1.1 Company Overview

##### 14.3.1.2 Product Portfolio

##### 14.3.1.3 SWOT Analysis

#### 14.3.2 Arizona Beverage Company

##### 14.3.2.1 Company Overview

##### 14.3.2.2 Product Portfolio

#### 14.3.3 Campbell Soup Company

##### 14.3.3.1 Company Overview

##### 14.3.3.2 Product Portfolio

##### 14.3.3.3 Financials

##### 14.3.3.4 SWOT Analysis

#### 14.3.4 Bundled

##### 14.3.4.1 Company Overview

##### 14.3.4.2 Product Portfolio

#### 14.3.5 Metta Beverage Inc

##### 14.3.5.1 Company Overview

##### 14.3.5.2 Product Portfolio

#### 14.3.6 Monster Beverage Corporation

##### 14.3.6.1 Company Overview

##### 14.3.6.2 Product Portfolio

#### 14.3.7 National Beverage Corp

##### 14.3.7.1 Company Overview

##### 14.3.7.2 Product Portfolio

##### 14.3.7.3 Financials

##### 14.3.7.4 SWOT Analysis

#### 14.3.8 Pepsi Bottling Group

##### 14.3.8.1 Company Overview

##### 14.3.8.2 Product Portfolio

##### 14.3.8.3 Financials

##### 14.3.8.4 SWOT Analysis

#### 14.3.9 Red Bull GmbH

- 14.3.9.1 Company Overview
- 14.3.9.2 Product Portfolio
- 14.3.9.3 SWOT Analysis
- 14.3.10 Suntory Holdings Limited
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 SWOT Analysis
- 14.3.11 Taisho Pharmaceutical Co. Ltd.
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Energy Drinks Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Energy Drinks Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Energy Drinks Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 4: Global: Energy Drinks Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Energy Drinks Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Energy Drinks Market: Competitive Structure

Table 7: Global: Energy Drinks Market: Key Players



## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Energy Drinks Market: Major Drivers and Challenges

Figure 2: Global: Energy Drinks Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Energy Drinks Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Energy Drinks Market: Breakup by Type (in %), 2023

Figure 5: Global: Energy Drinks Market: Breakup by End User (in %), 2023

Figure 6: Global: Energy Drinks Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Energy Drinks Market: Breakup by Region (in %), 2023

Figure 8: Global: Energy Drinks (Alcoholic) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Energy Drinks (Alcoholic) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Energy Drinks (Non-Alcoholic) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Energy Drinks (Non-Alcoholic) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Energy Drinks (Kids) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Energy Drinks (Kids) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Energy Drinks (Adults) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Energy Drinks (Adults) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Energy Drinks (Teenagers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Energy Drinks (Teenagers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Energy Drinks (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Energy Drinks (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Energy Drinks (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Energy Drinks (Specialty Stores) Market Forecast: Sales Value (in

Million US\$), 2024-2032

Figure 22: Global: Energy Drinks (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Energy Drinks (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Energy Drinks (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Energy Drinks (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Energy Drinks (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Energy Drinks (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: North America: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: North America: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: United States: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: United States: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Canada: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Canada: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Asia-Pacific: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Asia-Pacific: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: China: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: China: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Japan: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Japan: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: India: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: India: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: South Korea: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: South Korea: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Australia: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Australia: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Indonesia: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Indonesia: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Others: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Others: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Europe: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Europe: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Germany: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Germany: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: France: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: France: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: United Kingdom: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: United Kingdom: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Italy: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Italy: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Spain: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Spain: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Russia: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Russia: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Others: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Others: Energy Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Latin America: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Latin America: Energy Drinks Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 68: Brazil: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Brazil: Energy Drinks Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 70: Mexico: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Mexico: Energy Drinks Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 72: Others: Energy Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Others: Energy Drinks Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 74: Middle East and Africa: Energy Drinks Market: Sales Value (in Million US\$),  
2018 & 2023

Figure 75: Middle East and Africa: Energy Drinks Market: Breakup by Country (in %),  
2023

Figure 76: Middle East and Africa: Energy Drinks Market Forecast: Sales Value (in  
Million US\$), 2024-2032

Figure 77: Global: Energy Drinks Industry: SWOT Analysis

Figure 78: Global: Energy Drinks Industry: Value Chain Analysis

Figure 79: Global: Energy Drinks Industry: Porter's Five Forces Analysis

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