

Asia Pacific Energy Drink Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Energy Drink Market would witness market growth of 8.3% CAGR during the forecast period (2018 – 2024).

Energy drink is kind of beverage offering extra energy boost and instant energy to consumers. These energy drinks are high in caffeine, containing additional ingredients such as taurine, guarana and B vitamins. Energy drinks are highly concentrated energy drinks with large amount of caffeine.

Asia Pacific was the leading market with significant demand for these products, as younger generation would drive the market herein. India and China have shown significant growth in the retail sector, presenting major market opportunities for market expansion in the region.

Based on product, the market is segmented into Alcoholic and Non-Alcoholic energy drinks. Based on product ingredients, the market is segmented into Non-organic, Organic/Natural. The target customer segment covers, Teenagers, Adults, and Geriatric Population. Furthermore, the major distribution channel are covered in the report are Ontrade ((bars, coffee shops, hotels, and others) and Off-trade & Direct Selling (Convenience stores, Supermarkets/hypermarkets, Mass merchandisers, Drug stores, and Others). Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Red Bull GmbH, Monster Beverage Corporation, Rockstar, Inc., PepsiCo, The Coca-Cola Company, Lucozade Ribena Suntory, Amway, Arizona Beverages, Innovation Ventures, LLC, Nestle S.A.



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