

# Europe Energy Drink Market Analysis (2018-2024)

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## Abstracts

The Europe Energy Drink Market would witness market growth of 7.9% 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.

Europe is amongst major market for energy drinks. The higher consumption is between the age group of 18-35 years. Changing lifestyle, rising demand for instant energy beverages, innovations with regard to the health and safety ingredients, and rising inclination towards healthier options are driving the energy drink market in 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 On-trade ((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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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, and Nestle S.A.

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