

Global Energy Drink Market Analysis (2018-2024)

<https://marketpublishers.com/r/G0D134C6B76EN.html>

Date: September 2018

Pages: 208

Price: US\$ 3,600.00 (Single User License)

ID: G0D134C6B76EN

Abstracts

The Global Energy Drink Market size is expected to reach \$72 billion by 2024, rising at a market growth of 7.1% CAGR during the forecast period.

Energy drink is kind of beverage offering extra energy boost 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. Energy drink mixes are a subcategory that come in as powder forms and can be mixed with water or juice.

The consumption of Energy beverages is now almost a status symbol, especially among the youth. This consumer base would drive the demand for the product during the forecast period. Consumption of alcohol by mixing with these energy drinks is a trend that is caught up in the urban areas. A part of the regular party goer's generally choose to take mild alcoholic beverages, which has led to an increased demand for alcoholic energy drinks.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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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