

LAMEA Energy Drink Market Analysis (2018-2024)

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Abstracts

The Latin America, Middle East and Africa 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.

The need for strong distribution channels is vital to address the growing need for energy drinks. Countries in South America such as Brazil and Argentina are potential market places, for sports & energy drinks. Additionally, bringing in more visibility to the beverages and at the same time improving accessibility would promote the market to a greater extent.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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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