

Latin America, Middle East & Africa Caffeinated Beverage Market (2019-2025)

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Abstracts

The LAMEA Caffeinated Beverage Market is expected to grow at a CAGR of 7.5% during 2019 -2025. The Brazil market dominated the LAMEA Caffeinated Beverage Market by Country 2018, and would continue to be a dominant market till 2025; thereby, growing at a CAGR of 6.4% during the forecast period.

Innovative marketing and branding campaigns by energy drink manufacturers are appealing to various age groups. Millennial are the major consumers of RTD tea and coffee. To enhance the sales of RTD tea and coffee, market players are working on affiliation strategies with various RTD tea and coffee manufacturers to launch new products. The new products offered are not only ready to drink but also carry the basic underlying taste of tea and coffee.

Tata Global Beverages (TGBL) launched a marketing campaign to launch its Tata Coffee Grand, a new instant coffee. The launch of 'Grand' is in a competitive environment. The consumption of coffee is now gaining prominence in non-southern regions of India. The coffee giant Starbucks has introduced two new tea-based bottled Frappuccino in the Chinese market– Starbucks black tea bottled Frappuccino and Starbucks matcha bottled Frappuccino.

It is expected that the offline distribution channel will be the largest segment in the coming years. Branded products are expected to be available at convenience stores as the key factor influencing segment growth. Furthermore, increasing numbers of specialty stores, convenience stores, hypermarkets and supermarkets around the globe will promote the growth of the segment. Over the forecast period, the online channel is expected to be the fastest-growing segment.

Sales of carbonated soft drinks are primarily based on the company's ability to build new products based on changing consumer needs. Market players opt for distribution through large-scale distributors and supermarkets like Safeway, Walmart, and Carrefour to increase access to multiple consumers for their products. Technological development

has changed the beverage industry's production process. Companies concentrate on using equipment and technology that can increase production output as lead time and cost are decreased.

Based on Distribution Channel, the market is segmented into Online and Offline. Based on Product, the market is segmented into Carbonated soft drinks, Energy drinks, RTD Tea and coffee and Others. The report also covers geographical segmentation of LAMEA Caffeinated Beverage market. The countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Arabia, Nigeria and Rest of LAMEA.

Key companies profiled in the report include Keurig Dr Pepper, Inc. (Dr Pepper Snapple Group), Monster Beverage Corporation, Nestle S.A., PepsiCo, Inc., Red Bull GmbH, Rockstar, Inc., Taisho Pharmaceuticals Holding Co. Ltd., The Coca-Cola Company, AriZona Beverages Company LLC and Innovation Ventures, LLC.

Scope of the Study

Market Segmentation:

By Distribution Channel

Online and

Offline

By Product

Carbonated soft drinks

Energy drinks

RTD Tea and coffee

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Keurig Dr Pepper, Inc. (Dr Pepper Snapple Group)

Monster Beverage Corporation

Nestle S.A.

PepsiCo, Inc.

Red Bull GmbH

Rockstar, Inc.

Taisho Pharmaceuticals Holding Co. Ltd.

The Coca-Cola Company

AriZona Beverages Company LLC and

Innovation Ventures, LLC.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

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