

North America Caffeinated Beverage Market (2019-2025)

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Abstracts

The North America Caffeinated Beverage Market is expected to grow at a CAGR of 6.1% during 2019 -2025. The US market dominated the North America Caffeinated Beverage Market by Country in 2018, growing at a CAGR of 5.4 % during the forecast period.

The world's most used and socially accepted stimulants are coffee and tea. Around 90 percent of the world's adult population consumes caffeine every day. Coffee and tea in their natural forms contain many chemical components that may have beneficial as well as adverse health effects, like caffeine and antioxidants.

Caffeine is a naturally occurring psychoactive substance in coffee. This is also included in most sodas and energy drinks by manufacturers. While it is a socially acceptable substance, its safety and long-term effects conflict with research. Nevertheless, the ingestion of caffeine poses many risks. Too much alcohol can also cause adverse effects.

Young adults diagnosed with moderate hypertension are four times more likely to have a heart attack if they drank 4 cups of coffee equal to caffeine. During bedtime, caffeine in a person's system may cause the symptoms of insomnia. People who consume caffeinated drinks often experience an upset stomach or indigestion. It happens mainly when the beverages are drunk on an empty stomach.

The demand for energy drinks in North America is driven by increasing health awareness and a busy lifestyle combined with growing consumer awareness of the product's health benefits. About 60% of the male and 40% of the female population in the U.S. are addicted to these beverages and the regional demand is projected to be further stimulated.

Rapid urbanization and an increase in the disposable income of the consumers have driven the growth of the ready meals market. Changes such as income levels, small family, busy lifestyle, growing number of working women, and most importantly, a shift

from the rural to urban areas have driven the demand for easy to cook foods. Additionally, an increase in the purchasing power of consumers in middle and lower-level countries has also contributed to the growing demand for ready to eat meals. A rise in income levels of consumers would significantly contribute to the growth of the ready meals market.

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 Caffeinated Beverage market. The countries included in the report are USA, Canada, Mexico and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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.

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