

North America Energy Drink Market Analysis (2018-2024)

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Abstracts

The North America Energy Drink Market would witness market growth of 5.4% CAGR during the forecast period (2018 – 2024).

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 teenagers and young adults are the major target markets, who indulge in sports activities. This scenario however is fast changing, as these drinks are now consumed as a routine and lifestyle beverage. Energy drinks along with alcoholic beverages are now largely consumed in bars, and it is a fast growing trend among the young urban population, which is adding to the market growth in the 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 U.S., Mexico, Canada, and Rest of North America.

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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