

2018-2023 Global Energy Drinks Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Energy Drinks market for 2018-2023. Energy drinks are a beverage designed to increase mental alertness and physical performances for consumers by the addition of caffeine and typically other additives, such as vitamins, taurine, herbal supplements, creatine, sugars, and guarana. They often contain high levels of caffeine in combination with other ingredients such as taurine, guarana, and B vitamins. These products include: Rockstar, Red Bull, Monster, NOS, and many others.

In the United States market, energy drinks manufacturers scatter distribution. The production market share of America West and America South is about 38%, 30%, respectively, and the sales share of America South is 30.8% in 2014. The key companies in energy drink market include Red Bull, Monster, Rockstar, PepsiCo, Big Red, Arizona, and National Beverage.

Over the next five years, LPI(LP Information) projects that Energy Drinks will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Energy Drinks market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

General Energy Drinks

Energy Shots

Segmentation by application:

Personal

Athlete

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Red Bull

Monster

Rockstar

Pepsico

Big Red

Arizona

National Beverage

Dr Pepper Snapple Group

Living Essentials Marketing

Vital Pharmaceuticals

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Energy Drinks consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Energy Drinks market by identifying its various subsegments.

Focuses on the key global Energy Drinks manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Energy Drinks with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the

market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Energy Drinks submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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