

# **India Energy Drink Market Assessment, By Type [Carbonated, Non-Carbonated], By Flavour [Flavoured, Unflavoured], By Packaging [Tin Cans, Glass/Pet Bottles], By Size [100ml - 350ml, 500ml – 1000 ml, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Departmental and Convenience Stores, Pharmacies, Brand Kiosks, Others], By Region, Opportunities, and Forecast, FY2018-FY2032F**

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## **Abstracts**

The Indian energy drinks market was valued at USD 36.1 million in FY2024 and was growing at a much faster rate as compared to the overall packaged beverages segment in the country. The market will grow to USD 156.2 million in FY2032, generating double digit CAGR of 20.11% during the forecast period between FY2025 and FY2032.

During the forecast period, the demand for energy drinks will increase substantially as a result of aggressive marketing campaigns by the energy drink manufacturers, affordable price points, impact of social media influencers, adaptation of western food preferences amongst the Indian consumer, rise in purchasing power parity of the consumers, rapid urbanization and many such economic growth factors. Furthermore, the use of natural ingredients in energy drinks, and introduction of new flavours of energy drinks are some other factors leading to the diversification of this market.

Energy drinks are touted as being able to improvise vigilance and physical endurance. These beverages often include high concentrations of substances, most commonly caffeine, and other substances such as guarana (another source of caffeine sometimes

called Brazilian cocoa), sugars, taurine, Ginseng, B vitamins, glucuronolactone, yohimbe, carnitine and bitter orange. Most energy drinks, for example, include 100-300 mg of caffeine per serving, though this does vary.

### Urbanization and Fast-Paced Lifestyles Acting as a Driver for India energy Drink Market

The major forces behind the Indian energy drink market are urbanization and fast life. Urbanization has made life hectic, quick energy with the help of fast food satisfies this need and manages the pace of city schedules. The ever-growing professional population, along with the increasing population of students in institutes, suffer from hectic time management; as a result, energy drinks become an immediate source to get energized. As the cityscape expands, local shops and supermarkets readily support a convenience-related consumption of these beverages, continuing to explain why they are regularly first stops in busy lifestyles requiring a fast energy boost.

For instance, In July 2023, Radiohead Brands, makers of Jimmy's Cocktails and Sparkling Mixers, launched the 'Hustle' Energy drink, targeting the fast-paced lifestyles of urban consumers. This new drink set to disrupt the energy drink market by catering to the growing demand for quick energy boosts among city population. With rapid urbanization and increasing work pressure in cities, Hustle Energy drink provides a convenient solution for those who need instant energy. This move shows how urbanization and hectic routines are driving energy drinks in India.

### Strategic Sponsorships in Sports

Another significant growth driver in the energy drinks market is the strategic sponsorship of sports events and leagues. Energy drink companies often associate their brands with high-energy sports to enhance visibility and align with the dynamic lifestyles of their target consumers. These partnerships not only increase brand exposure but also foster consumer loyalty by embedding the brand within popular culture and sports communities. Sponsorships can range from local events to international tournaments, providing varying levels of market penetration and audience engagement.

For instance, in January 2025, Predator Energy signed a three-year sponsorship deal worth approximately USD1.2 million with the Indian Street Premier League (ISPL), becoming its official energy drink partner. This partnership underscores the brand's commitment to engaging with cricket fans and supporting emerging sports platforms in India.

## Paradigm Shift in Consumer Preferences

The sports and energy drinks are advertised to appeal to those target group of consumers who regularly exercise and need a boost of energy. The changing consumer preferences in India with predominantly younger population who are more health conscious is boosting the consumption of energy drinks. This class of beverages has high concentration of caffeine which stimulates the effect on cognitive functions in the human body. This is followed by B-Group vitamins, especially water-soluble vitamins. Such vitamins do not get stored as much in the body as fat-soluble vitamins. Instead, they circulate through the blood plasma.

## Major Consumption by Younger Millennials and Gen Z

The consumption pattern of the energy drinks has gained massive popularity amongst the younger millennials and Gen Z segment of the population due to the push witnessed by the gym trainers and the drink manufacturers. The long and erratic work hours and increased culture of partying and social gatherings are supporting the increasing consumption of energy drinks. The increased consumption of energy drinks by price-conscious college students, gamers and young people who have just joined the workforce is forcing foreign and domestic manufacturers to pay attention to this category and create products to compete for this specific consumer base. For example, Monster, which has been operating in India with its premium energy drink offering at the same brand name since 2014, had released a new product in India named Predator, which was priced at INR 50. In November 2022, Janjira announced the debut of another drink in the price range between INR 25 and INR 35.

## Impact of COVID-19 on India Energy Drink Market

In 2020 and 2021, the energy drink market continued to expand in spite of the COVID-19 pandemic though consumption of other beverages declined significantly. Social distancing norms and mandatory quarantine rules revolutionised the eating patterns of Indian population and disrupted everyday routines due to mobility restrictions which in turn, was a major reason of stress and anxiety along with health concerns. The consumption of caffeine and energy drinks reportedly increased due to isolation during these times.

The upward trend in the energy drinks market is anticipated to continued post the COND-19 restrictions have been lifted by the Government of India and people have resumed their lives to normalcy. The reopening of offices, pubs and bars is significantly

contributing to the surge in consumption of energy drinks.

### Key Players Landscape and Outlook

The market for energy drinks in India is expanding at a healthy CAGR, which has also intensified the rivalry in the market. Nevertheless, the market structure is consolidated and is dominated by few renowned brands. In order to capture a significant market share, companies promise to provide the best quality product at affordable prices. Moreover, players are using the cutting-edge marketing and advertising strategies to boost sales of their products. Red Bull India Private Limited is the leading energy drinks company dominating the Indian market and continues its run as the leader for several years.

## Contents

### 1. RESEARCH METHODOLOGY

### 2. PRODUCT OVERVIEW

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

4.1. Demographics (Age, Gender, Geography, Income, etc.)

4.2. Brand Awareness and Loyalty

4.3. Factors Considered in Purchase Decision

4.3.1. Quantity

4.3.2. Price

4.3.3. Quantity w.r.t Price

4.3.4. Packaging

4.3.5. Offers and Discount

4.3.6. Taste Preferences

4.3.7. Shelf Life

4.3.8. Reviews and Recommendations

4.4. Frequency of Purchase

4.5. Channel of Purchase

4.6. Preference of Event for Consumption

4.7. Responsible Consumption

4.8. Impact of Influencer Marketing

4.9. Social Commerce

4.10. Lifestyle Trends

4.11. Participation in Sponsored Events by Key Players

4.12. Recommendations and Suggestions

### 5. INDIA ENERGY DRINK MARKET OUTLOOK, FY2018-FY2032F

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. Market Share & Forecast

5.2.1. By Type

5.2.1.1. Carbonated

- 5.2.1.2. Non-Carbonated
- 5.2.2. By Flavour
  - 5.2.2.1. Flavoured
  - 5.2.2.2. Unflavoured
- 5.2.3. By Packaging
  - 5.2.3.1. Tin Cans
  - 5.2.3.2. Glass/Pet Bottles
- 5.2.4. By Size
  - 5.2.4.1. 100ml - 350ml
  - 5.2.4.2. 500ml - 1kg
  - 5.2.4.3. Others
- 5.2.5. By Distribution Channel
  - 5.2.5.1. Online
  - 5.2.5.2. Offline
    - 5.2.5.2.1. Supermarkets/Hypermarkets
    - 5.2.5.2.2. Departmental and Convenience Stores
    - 5.2.5.2.3. Pharmacies
    - 5.2.5.2.4. Brand Kiosks
    - 5.2.5.2.5. Others
- 5.2.6. By Region
  - 5.2.6.1. East
  - 5.2.6.2. West and Central
  - 5.2.6.3. North
  - 5.2.6.4. South

## **6. INDIA ENERGY DRINK MARKET MAPPING, FY2024**

- 6.1. By Type
- 6.2. By Flavour
- 6.3. By Packaging
- 6.4. By Size
- 6.5. By Distribution Channel

## **7. MACRO-BUSINESS ENVIRONMENTAL SCOPE**

- 7.1. Value Chain Analysis
- 7.2. Supply Demand Analysis
- 7.3. Import Export Analysis
- 7.4. Porter's Five Force Analysis

- 7.4.1. Threat of New Entrants (Emerging Players)
- 7.4.2. Threat of Substitutes
- 7.4.3. Competitive Rivalry
- 7.4.4. Bargaining Power of Suppliers
- 7.4.5. Bargaining Power of Consumer
- 7.5. PESTEL Analysis of the Industry
  - 7.5.1. Political Factors
  - 7.5.2. Economic Overview
  - 7.5.3. Social Implications
  - 7.5.4. Technological Advancements
  - 7.5.5. Environmental Impact
  - 7.5.6. Legal Policies and Statutory Bodies

## **8. BEST PRACTICE CASE STUDIES BY KEY MARKET PLAYERS (UPTO THREE)**

## **9. MARKET DYNAMICS**

- 9.1. Trends & Developments
- 9.2. Growth Opportunities
- 9.3. Growth Inhibitors

## **10. PRICING PIVOT ANALYSIS**

## **11. KEY PLAYERS LANDSCAPE**

- 11.1. SWOT Analysis of Key Market Players
  - 11.1.1. Key Drivers
  - 11.1.2. Challenges
  - 11.1.3. Growth/Innovation Opportunities
  - 11.1.4. Suspected Threats
- 11.2. Competition Matrix of Top Five Market Leaders
- 11.3. Market Revenue Analysis of Top Five Market Leaders (in %, FY2024)
- 11.4. Patent Analysis (If Applicable)

## **12. KEY PLAYERS OUTLOOK**

- 12.1. Red Bull India Private Limited
  - 12.1.1. Company Details
  - 12.1.2. Key Management Personnel

- 12.1.3. Products & Services
  - 12.1.4. Financials (As reported)
  - 12.1.5. Key Market Focus & Geographical Presence
  - 12.1.6. Recent Developments
  - 12.2. Monster Energy Company
  - 12.3. Zydus Wellness Limited (Glucon-D)
  - 12.4. Anheuser Busch Inbev India Limited (Budweiser)
  - 12.5. The Coca-Cola Company
  - 12.6. Celsius Holdings, Inc. (Investment by PepsiCo India)
  - 12.7. Kampri Lifescience Private Limited (Dr. Nutra)
  - 12.8. Krungsiam Beverage Company Limited
  - 12.9. NCL Agro Foods (Vedantika Herbals)
  - 12.10. Dabur India Limited
- \*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

## **13. STRATEGIC RECOMMENDATIONS**

## **14. ABOUT US & DISCLAIMER**



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