

# Asia-Pacific Energy Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The Asia-Pacific Energy Drinks Market size is estimated at 20.81 billion USD in 2024, and is expected to reach 31.36 billion USD by 2030, growing at a CAGR of 7.08% during the forecast period (2024-2030).

Consumers are looking for alternative options of carbonated beverages with increasing demand for natural/organic drinks

Asia-Pacific has witnessed a surge in the popularity of energy drinks, particularly among the millennial and Gen Z demographics. This trend is fueled by a desire for healthier hydration, with consumers increasingly opting for liquid enhancers in their water. Notably, clean-label attributes such as gluten-free, sugar-free, and organic are swaying the choices of sports enthusiasts. Consequently, the sales value of energy drinks in Asia-Pacific market saw a robust 13.37% growth from 2021 to 2023.

Traditionally, coffee held the caffeine crown, but energy drinks have now dethroned it, especially among the younger population. Energy drinks tout benefits like heightened energy, mental acuity, and physical performance thanks to their caffeine content. The market is also witnessing a surge in demand for clean-label offerings, reflecting a broader shift toward healthier food choices. Notably, in 2022, 12% of Thais and 18% of Vietnamese were consuming energy drinks multiple times a week. Moreover, countries like China, India, and Australia are pivoting away from carbonated soft drinks, favoring sugar-free, low-calorie, and natural/organic energy drinks instead.

Within the energy drinks segment, the natural/organic variant is emerging as the frontrunner in the Asia-Pacific energy drinks market. It is projected to witness a robust value CAGR of 7.78% from 2024 to 2030. This growth is propelled by rising consumer awareness about the potential hazards of conventional beverage production and a growing appreciation for the benefits of organic products.

The market for energy drinks is poised for growth, driven by a rising demand for products with reduced sugar content and natural ingredients

From 2021 to 2023, the Asia-Pacific energy drinks market witnessed a robust 13.18% growth in sales by value. This surge in sales can be attributed to factors like urbanization, increasing disposable incomes, and a rising focus on health among consumers. Energy drinks are popularly consumed in the region, primarily for their perceived benefits in enhancing performance, endurance, and alertness.

China dominates the energy drinks market in Asia-Pacific, boasting the highest consumption levels. In 2023, China saw a remarkable 30.42% surge in energy drink sales compared to 2020. The trend toward energy drinks with lower sugar content and natural ingredients is gaining traction in the region, especially among health-conscious consumers. Notably, brands incorporating natural extracts, like those from coffee beans, are gaining popularity in the region. For instance, in 2023, Monster Energy unveiled a sugar-free variant packing 160 mg of caffeine. Similarly, in 2022, The Coca-Cola Company introduced Fresca Energy, a low-calorie, sugar-free energy drink infused with natural flavors and caffeine.

Among the Asia-Pacific countries, Vietnam stands out as a rapidly growing market. It is projected to register a CAGR of 6.41% in terms of value from 2023 to 2030. The country's evolving flavor preferences and diverse range of offerings have fueled the demand for sports drinks. In 2023, over 19% of Vietnamese consumers reported consuming energy drinks multiple times a week, while more than 10% indicated a weekly consumption frequency.

### Asia-Pacific Energy Drinks Market Trends

Growing requirements for instant energy and alertness, especially among the younger generation boost the sales

In the Asia Pacific region, consumption of energy drinks has been observed to be growing owing to their definitive advantages in developing an individual's physical and mental abilities.

As energy drink consists of stimulants other than caffeine, consumers have been inclined towards its consumption as it becomes a better and an effective alternative than other carbonated or caffeinated beverages, and this has urged the manufacturers to innovate in this arena.

Energy drinks are typically more expensive in developed countries than developing countries and that is majorly influenced by factors like factors such as availability and cost of ingredients, cost of transportation and most importantly tax slabs.

Major brands across the region are continuing to double down on their reformulation efforts across sugar, salt and fat reduction led to a rapid increase in consumer awareness and demand for healthier products.

#### Asia-Pacific Energy Drinks Industry Overview

The Asia-Pacific Energy Drinks Market is fragmented, with the top five companies occupying 22%. The major players in this market are Eastroc Beverage(Group) Co., Ltd., Fujian Dali Food Group Co., Ltd., Monster Beverage Corporation, Red Bull GmbH and T.C. Pharmaceutical Industries Company Limited (sorted alphabetically).

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