

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

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## Abstracts

The Energy Drinks Market size is estimated at 73.99 billion USD in 2024, and is expected to reach 104 billion USD by 2030, growing at a CAGR of 5.83% during the forecast period (2024-2030).

Preference for healthier and natural alternatives is expected to fuel the demand for natural energy drinks in the market

The global energy drink market is witnessing a surge in popularity, driven by a rising consumer base seeking quick boosts in alertness and stamina. This demand for on-the-go beverages is propelling the growth of the energy drink sector. Energy drinks, often perceived as stimulants, offer consumers 70 to 250 milligrams of caffeine per serving, enabling them to push harder and longer. Consequently, the energy drink market's sales value saw a notable 9.36% growth from 2021 to 2023.

In 2023, traditional energy drinks, followed by sugar-free or low-calorie variants, dominated the market, projected to hold value shares of 42% and 23%, respectively, by 2030. Traditional energy drinks are positioned as vitality enhancers, promoting mental alertness and physical performance. Key players like Red Bull, Monster, and Rockstar employ diverse strategies, including branding, sports and cultural event sponsorships, and collaborations with influencers and celebrities. For instance, Prime, an energy drink, has enlisted YouTube stars KSI and Logan as brand ambassadors, while Celsius partnered with Olympic gold medalist Shaun White.

The natural/organic energy drink segment is poised for rapid growth, with a projected

CAGR of 7.11% during 2024-2030. This surge is fueled by a growing health consciousness among consumers, who are gravitating toward products with organic ingredients and fewer additives. Notably, in 2023, the United States and the United Kingdom led in segment consumption, with market values of USD 2,644 million and USD 425.9 million, respectively.

E-sport is one of the major domains that drives the sales of energy drinks in the market

The global energy drink market experienced a robust value growth rate of 10.19% from 2021 to 2023. This surge can be largely attributed to consumers' increasing preference for products that provide a quick boost in alertness and energy, especially during physically demanding activities like sports, fitness, gaming, and esports. Notably, the United States emerged as the global leader in esports, boasting over 3.7 thousand active competition players, followed by China and Brazil, with 1.7 thousand and 1.38 thousand professionals, respectively.

In 2023, North America emerged as the dominant region in the energy drink market, with the United States capturing the lion's share. This growth can be attributed to the rising participation in high-intensity physical activities such as hiking, cycling, and running. Hiking, in particular, emerged as the most popular outdoor activity in the United States, witnessing participation from a staggering 60 million individuals in 2022. Additionally, companies are responding to the growing demand for healthier options by introducing sugar-free and low-calorie energy drinks, catering to the needs of athletes and health-conscious consumers.

Africa is poised to be the fastest-growing segment in the energy drink market, projecting a volume CAGR of 10.07% during 2024-2030. This surge is driven by the twin factors of rapid urbanization and the increasingly hectic lifestyles of African consumers. As evidence of this trend, Africa's urban population reached 652 million in 2023, and it is projected to further climb to 722 million by 2026.

## Global Energy Drinks Market Trends

Preference for healthier and natural alternatives is expected to fuel the demand for natural energy drinks in the market

Energy drinks are largely consumed across developed countries of North America and

Europe region. In the North American region, energy drinks are highly preferred among athletes and sports personnel. Ingredients like caffeine, taurine, and others continue to be a sought-after nutrient, especially as pre and post work out supplement. This is because most people engaged in high-intensity workout requires these supplements to gain or regain their strength as well as hydration pre- or post- workout.

Demand for energy drink and consumption has presently emerged as a global phenomenon which includes a diverse range of product attributes that caters to a variety of consumer preferences. The most important factors that are driving the latest product development trends in the global space are - functional benefits of consumption, flavor profile of the drink, and inclusion of functional ingredients.

Consumers consider the cost of a product when deciding whether to purchase it. Lower-priced energy drinks may attract budget-conscious consumers, while premium or specialized products may be chosen by those willing to pay more for quality or specific attributes. Consumers are often influenced by discounts, promotions, and bulk purchase options. They may choose to buy energy drinks in larger quantities when discounts are available, taking advantage of cost savings.

Despite health concerns, energy drinks remain popular, especially among young adults and gamers. However, consumers are becoming more discerning, opting for healthier options like sugar-free, natural, and functional energy drinks. Therefore, Regulatory bodies are increasingly scrutinizing caffeine levels and marketing practices, especially towards minors.

## Energy Drinks Industry Overview

The Energy Drinks Market is fragmented, with the top five companies occupying 30.67%. The major players in this market are Monster Beverage Corporation, PepsiCo, Inc., Red Bull GmbH, Suntory Holdings Limited and T.C. Pharmaceutical Industries Company Limited (sorted alphabetically).

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