

# Energy Drinks Market in India 2017

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## Abstracts

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Netscribes' latest market research report titled Energy Drinks Market in India 2017 states that the market for energy drinks in India will witness strong growth in the next five years. Increasing purchasing power of citizen along with urbanization has made energy drinks a popular beverage option. Moreover, awareness about health benefits of energy drinks compared to other beverages such as carbonated drinks is resulting in a greater uptake of these products. The category has become particularly popular among the urban youth who are generally more willing to try out new products and are backed by a greater purchasing power. Until now the focus of energy drink manufacturers has predominantly been only on urban regions which limit the growth opportunities for the sector. However, this outlook is expected to change in the next few years and companies are expected to penetrate the semi-urban regions.

In 2015, the Food Safety and Standards Authority of India (FSSAI) banned the products of several players as it felt the combination of caffeine and ginseng used in these products was harmful to human health. Although this negatively impacted the market in the second half of 2015, by the beginning of 2016, most companies had started reintroducing their products after changing the formulation. However, the FSSAI continues to keep a close watch on these products. Despite the regulatory challenges in the industry, the market is expected to exhibit strong growth and more players are expected to foray into the energy drinks segment.

### COVERAGE:

Overview of the energy drinks market in India and forecasted market size data in terms of value over 2014 to 2020

## Trade analysis of energy drinks in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Key recent developments associated with the energy drinks market in India

### **WHY BUY?**

Get a broad understanding of the energy drinks market in India, the dynamics of the market and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving the growth of the market

Be informed regarding the key developments in the market of energy drinks in India

Understand major competitors' business and market dynamics, and respond accordingly

## Contents

Slide 1: Executive Summary

### **SOCIOECONOMIC INDICATORS**

Slide 2: Total Population (2010-2011 -2019-2020), Population Density (2010-2011 -2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 -2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

### **MARKET OVERVIEW**

Slide 8: Market Definition and Structure

Slide 9: Energy Drinks Market in India - Market Overview, Size and Growth (Value-Wise; 2014 -2020e)

### **TRADE ANALYSIS**

Slide 10: Export of Energy Drinks -Size (Value-Wise; FY 2013 -FY 2017 and Volume-Wise; FY 2013 -FY 2017)

Slide 11: Export of Energy Drinks -Country-Wise Segmentation (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)

Slide 12: Import of Energy Drinks -Size (Value-Wise; FY 2013 -FY 2017 and Volume-Wise; FY 2013 -FY 2017)

Slide 13: Import of Energy Drinks -Country-Wise Segmentation (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)

### **MARKET OPPORTUNITY**

Slide 14: Key Opportunities in the Market

## **MARKET OPPORTUNITY**

Slide 15: Market Drivers

Slide 16: Market Challenges

## **COMPETITIVE LANDSCAPE**

Slide 17: List of Major Players

Slide 18-27: Profiles of Major Players

## **RECENT DEVELOPMENTS**

Slide 28-29: Key Recent Developments

## **APPENDIX**

Slide 30: Research Methodology

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