

Research Report on Southeast Asia Energy Drink Industry 2023-2032

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Abstracts

Energy drinks are functional beverages with the main ingredients of caffeine, vitamin B and taurine, which can regulate the body functions to a certain extent and provide consumers with more physical strength and energy.

With the economic development of Southeast Asia, labor intensity is increasing and the pace of life is gradually accelerating. To meet consumers' energy needs, the energy drink industry in Southeast Asia is gradually developing. According to CRI's analysis, Southeast Asia has lower land costs and richer labor resources, attracting global manufacturers to shift their industrial chains to the region. Southeast Asia's fast-growing manufacturing and industry has led to an expanded demand for workers. As workers' work intensity and working hours increase, they become the main consumers of energy drinks, and the demand for energy drinks is strong.

The degree of development of the energy drink industry in Southeast Asia varies from country to country. According to CRI's analysis, some Southeast Asian countries have a high degree of energy drink market development. Take Thailand as an example, Thailand is the fourth largest energy drink market in the world, with annual sales of energy drinks exceeding 2.3 billion bottles. The Thai energy drink market is highly competitive, with local brands such as M-150, Carabao and Red Bull occupying the major market share. In recent years, the penetration rate of foreign brands such as Lipovitan in the Thai energy drink market has also gradually increased.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of nearly 700 million by the end of 2022, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of

future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$79,000 in 2022. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2022. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2022, while Indonesia, which has the largest population, will have a population of about 280 million people in 2022.

CRI expects the Southeast Asian energy drink industry to continue to grow from 2023-2032.

Topics covered:

Southeast Asia Energy Drink Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Energy Drink Industry?

Which Companies are the Major Players in Southeast Asia Energy Drink Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Energy Drink Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Energy Drink Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Energy Drink Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Energy Drink Industry Market?

Which Segment of Southeast Asia Energy Drink Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Energy Drink Industry?

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