

Energy Drinks Market in Asia Pacific 2021

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Abstracts

Energy drinks are widely promoted as products that increase energy and enhance mental alertness and physical performance. These drinks contain high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine. According to a report by StrategyHelix, the energy drinks market in Asia Pacific is set to increase by US\$ 10,411 million during 2021-2027, growing at a CAGR of 6.4% during the forecast period. Increasing popularity of various product offerings, growing consumer inclination toward reduced sugar & sugar-free beverages, increased promotional and advertisement strategies by the manufacturers are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy drinks. The Asia Pacific energy drinks market is segmented on the basis of product, end user, distribution channel, and country. On the basis of product, the energy drinks market in Asia Pacific has been segmented into regular, sugar-free. The regular energy drinks segment is estimated to account for the largest share of the energy drinks market in Asia Pacific. By end user, the energy drinks market in Asia Pacific has been segmented into teenagers, adults, others. Based on distribution channel, the energy drinks market in Asia Pacific is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. Geographically, the energy drinks market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific energy drinks market is highly competitive. The leading players in the energy drinks market include Asahi Group Holdings Ltd., Carabao Tawandang Co. Ltd. (CBD), Eastroc Beverage (Group) Co. Ltd., Fujian Dali Group Co. Ltd., Henan Woerma Beverages Co. Ltd., Lotte Corporation, Monster Beverage Corporation, Osotspa Public Company Limited (OSP), Otsuka Holdings Co. Ltd., PepsiCo Inc., Red Bull GmbH,

Suntory Holdings Limited, T.C. Pharmaceutical Industries Co. Ltd., The Coca-Cola Company, Warhorse (Beijing) Beverage Co. Ltd.

Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific energy drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Eastroc Beverage (Group) Co. Ltd.
Fujian Dali Group Co. Ltd.
Henan Woerma Beverages Co., Ltd.
Lotte Corporation
Monster Beverage Corporation
Osotspa Public Company Limited (OSP)
Otsuka Holdings Co. Ltd.
PepsiCo, Inc.
Red Bull GmbH
Suntory Holdings Limited
T.C. Pharmaceutical Industries Co., Ltd.
The Coca-Cola Company
Warhorse (Beijing) Beverage Co., Ltd.
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