

# Energy Drinks Market in Belarus 2021

<https://marketpublishers.com/r/E5A51B90FBC7EN.html>

Date: January 2022

Pages: 13

Price: US\$ 550.00 (Single User License)

ID: E5A51B90FBC7EN

## 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 Belarus is set to grow at a healthy compound annual growth rate (CAGR) of 11.4% in the next five years. 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 Belarus energy drinks market is segmented on the basis of product, end user, and distribution channel. On the basis of product, the energy drinks market in Belarus has been segmented into regular, sugar-free. The regular energy drinks segment held the largest revenue share in 2020. By end user, the energy drinks market in Belarus has been segmented into teenagers, adults, others. Based on distribution channel, the energy drinks market in Belarus is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The energy drinks market is dominated by key players, which are Monster Beverage Corporation, Olvi plc, The Coca-Cola Company, Hell Energy Magyarország Kft, MZBN (Minsky Zavod Bezalcoholnyh Napitkov ZAO), PepsiCo Inc.

### Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Belarus 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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Monster Beverage Corporation  
Olvi plc  
The Coca-Cola Company  
Hell Energy Magyarország Kft  
MZBN (Minsky Zavod Bezalcoholnyh Napitkov ZAO)  
PepsiCo, Inc.

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