

Energy Drinks Market in Georgia 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 Georgia is poised to grow at a CAGR of around 16.9% over the analysis period of 2021 to 2027. 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 Georgia 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 Georgia 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 Georgia. By end user, the energy drinks market in Georgia has been segmented into teenagers, adults, others. Based on distribution channel, the energy drinks market in Georgia is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The Georgia energy drinks market is highly competitive. Key companies profiled in the report include SAH & Co Ltd., XL Energy Marketing Sp. z o.o., Red Bull GmbH, KANTI LLC, Monster Beverage Corporation, BLU Drink International, JSC Healthy Water, The Coca-Cola Company.

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 Georgia energy drinks market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. ENERGY DRINKS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Regular
Sugar-free

PART 4. MARKET BREAKDOWN BY END USER

Teenagers
Adults
Others

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Convenience stores
Grocery stores
Online retailing
Others

PART 6. KEY COMPANIES

SAH & Co Ltd.
XL Energy Marketing Sp. z o.o.
Red Bull GmbH
KANTI LLC
Monster Beverage Corporation
BLU Drink International

JSC Healthy Water
The Coca-Cola Company
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