

Energy Drinks Market in Germany 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. The energy drinks market in Germany is poised to grow by US\$ 1,795 million during 2021-2027, progressing at a CAGR of 7% during the forecast period, according to data and analytics company StrategyHelix. 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 Germany energy drinks market is segmented on the basis of product, end user, and distribution channel. By product, the energy drinks market in Germany has been segmented into regular, sugar-free. In 2020, the regular energy drinks segment made up the largest share of revenue generated by the energy drinks market. Based upon end user, the energy drinks market in Germany is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Germany has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The report also includes the profiles of leading companies such as Red Bull GmbH, Monster Beverage Corporation, PepsiCo Inc., MBG International Premium Brands GmbH.

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 Germany 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
PepsiCo, Inc.
MBG International Premium Brands GmbH
About StrategyHelix
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