

# Energy Drinks Market in Hong Kong 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. A study by StrategyHelix indicates that the energy drinks market in Hong Kong is poised to grow at a CAGR of around 5.4% 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 Hong Kong energy drinks market is segmented on the basis of product, end user, and distribution channel. Based on product, the energy drinks market in Hong Kong is categorized into regular, sugar-free. The regular energy drinks segment held the largest share of the Hong Kong energy drinks market in 2020 and is anticipated to hold its share during the forecast period. On the basis of end user, the energy drinks market in Hong Kong has been segmented into teenagers, adults, others. By distribution channel, the energy drinks market in Hong Kong has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

Some of the leading companies operating in the market are Red Bull GmbH, Suntory Holdings Limited, Monster Beverage Corporation, Taisho Pharmaceutical Holdings Company 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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Hong Kong 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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Red Bull GmbH  
Suntory Holdings Limited  
Monster Beverage Corporation  
Taisho Pharmaceutical Holdings Company Ltd.  
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