

Energy Drinks Market in Hungary 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 Hungary is poised to grow by US\$ 206 million from 2021 to 2027, registering a CAGR of 8.5% during the forecast period, according to 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 Hungary energy drinks market is segmented on the basis of product, end user, and distribution channel. By product, the energy drinks market in Hungary has been segmented into regular, sugar-free. According to the research, the regular energy drinks segment had the largest share in the energy drinks market in Hungary. Based upon end user, the energy drinks market in Hungary is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Hungary has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Hell Energy Magyarorszag Kft, Monster Beverage Corporation, BOMBA Energia Getraenkevertriebs GmbH, Red Bull GmbH, Mautner Markhof Feinkost 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 Hungary 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

Hell Energy Magyarország Kft
Monster Beverage Corporation
BOMBA Energia Getraenkevertriebs GmbH
Red Bull GmbH
Mautner Markhof Feinkost GmbH
About StrategyHelix

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