

# Energy Drinks Market in India 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 India is expected to increase at a CAGR of 7.1% till 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 India 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 India 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 India has been segmented into teenagers, adults, others. Based on distribution channel, the energy drinks market in India is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The energy drinks market in India comprises only a handful of players such as Red Bull GmbH, 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 India 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  
PepsiCo, Inc.  
About StrategyHelix  
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