

Energy Drinks Market in Italy 2021

<https://marketpublishers.com/r/E213C9617450EN.html>

Date: January 2022

Pages: 20

Price: US\$ 550.00 (Single User License)

ID: E213C9617450EN

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 Italy is poised to grow by US\$ 330 million from 2021 to 2027, registering a CAGR of 8.3% 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 Italy energy drinks market is segmented on the basis of product, end user, and distribution channel. By product, the energy drinks market in Italy has been segmented into regular, sugar-free. The regular energy drinks segment was the largest contributor to the Italy energy drinks market in 2020. Based upon end user, the energy drinks market in Italy is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Italy has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Red Bull GmbH, Monster Beverage Corporation.

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 Italy 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
About StrategyHelix
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