

Energy Drinks Market in Latin America 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 Latin America is poised to grow by US\$ 10,125 million from 2021 to 2027, registering a CAGR of 17.6% 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 Latin America energy drinks market is segmented on the basis of product, end user, distribution channel, and country. By product, the energy drinks market in Latin America 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 Latin America. Based upon end user, the energy drinks market in Latin America is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Latin America has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. In terms of geography, the energy drinks market in Latin America has been segmented into Argentina, Brazil.

The Latin America energy drinks market is highly competitive. Top players covered in Latin America Energy Drinks Market Study are AB InBev, AJE Group, Big Company Inc. S.A., BPM Ltda, Casa Cuervo S.A. de C.V., Cervejaria Petropolis S/A, Globalbev Bebidas e Alimentos S.A., Monster Beverage Corporation, PepsiCo Inc., Quala S.A., Red Bull GmbH, Shot Energy Drink GmbH, Starzinger GmbH & Co KG, Viton 44 Industria Comercio e Exportacao de Alimentos LTDA.

Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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AB InBev

AJE Group
Big Company Inc. S.A.
BPM Ltda
Casa Cuervo, S.A. de C.V.
Cervejaria Petropolis S/A
Globalbev Bebidas e Alimentos S.A.
Monster Beverage Corporation
PepsiCo, Inc.
Quala S.A.
Red Bull GmbH
Shot Energy Drink GmbH
Starzinger GmbH & Co KG
Viton 44 Industria, Comercio e Exportacao de Alimentos LTDA.
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