

Energy Drinks Market in Middle East and Africa 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 Middle East and Africa is poised to grow by US\$ 3,212 million during 2021-2027, progressing at a CAGR of 7.2% during the forecast period, according to data and analytics company 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 Middle East and Africa energy drinks market is segmented on the basis of product, end user, distribution channel, and country. By product, the energy drinks market in Middle East and Africa has been segmented into regular, sugar-free. The regular energy drinks segment was the largest contributor to the Middle East and Africa energy drinks market in 2020. Based upon end user, the energy drinks market in Middle East and Africa is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. Geographically, the energy drinks market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

The Middle East and Africa energy drinks market is highly competitive. Key companies profiled in the report include Abuljadayel Beverages Inc., ALJSR Global Company, Argo Food & Beverage International, Kingsley Beverages (Pty) Ltd., Long4Life Limited, MBG International Premium Brands GmbH, Monster Beverage Corporation, Otsuka Holdings Co. Ltd., PepsiCo Inc., Red Bull GmbH, S. Spitz GmbH, Sapporo Holdings Limited,

Suntory Holdings Limited, The Beverage Company (BevCo), The Coca-Cola Company, Unilever PLC.

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: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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Abuljadayel Beverages Inc.

ALJSR Global Company
Argo Food & Beverage International
Kingsley Beverages (Pty) Ltd.
Long4Life Limited
MBG International Premium Brands GmbH
Monster Beverage Corporation
Otsuka Holdings Co. Ltd.
PepsiCo, Inc.
Red Bull GmbH
S. Spitz GmbH
Sapporo Holdings Limited
Suntory Holdings Limited
The Beverage Company (BevCo)
The Coca-Cola Company
Unilever PLC
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