

# Energy Drinks Market in North 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. According to StrategyHelix, the energy drinks market in North America is expected to increase by US\$ 6,216 million during 2021-2027, expanding at a CAGR of 3.7% during the forecast period. 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 North America energy drinks market is segmented on the basis of product, end user, distribution channel, and country. Based on product, the energy drinks market in North America is categorized into regular, sugar-free. The regular energy drinks segment held the largest share of the North America energy drinks market in 2020 and is anticipated to hold its share during the forecast period. On the basis of end user, the energy drinks market in North America has been segmented into teenagers, adults, others. By distribution channel, the energy drinks market in North America has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. Geographically, the energy drinks market in North America is segmented into Canada, USA.

The energy drinks market is dominated by key players, which are GURU Beverage Inc., Monster Beverage Corporation, PepsiCo Inc., Red Bull GmbH, Vital Pharmaceuticals Inc. (VPX).

## 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: Canada, USA

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the North 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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GURU Beverage Inc.

Monster Beverage Corporation  
PepsiCo, Inc.  
Red Bull GmbH  
Vital Pharmaceuticals, Inc. (VPX)  
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