

Energy Drinks Market in Pakistan 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 Pakistan is poised to grow by US\$ 265 million from 2021 to 2027, registering a CAGR of 11.5% 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 Pakistan energy drinks market is segmented on the basis of product, end user, and distribution channel. By product, the energy drinks market in Pakistan 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 Pakistan. Based upon end user, the energy drinks market in Pakistan is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in Pakistan 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 PepsiCo Inc., Red Bull GmbH.

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 Pakistan 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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PepsiCo, Inc.
Red Bull GmbH
About StrategyHelix
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