

Energy Drinks Market in Tanzania 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. A study by StrategyHelix indicates that the energy drinks market in Tanzania is projected to expand by a CAGR of 9.1% from 2021 through 2027.

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 Tanzania energy drinks market is segmented on the basis of product, end user, and distribution channel. Based on product, the energy drinks market in Tanzania is categorized into regular, sugar-free. The regular energy drinks segment held the largest share of the Tanzania 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 Tanzania has been segmented into teenagers, adults, others. By distribution channel, the energy drinks market in Tanzania has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The key players in the energy drinks market include Red Bull GmbH, Bakhresa Group, Suntory Holdings Limited, 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 Tanzania 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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