

Energy and Sports Drinks Market in Europe 2021

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Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. A study by StrategyHelix indicates that the energy and sports drinks market in Europe is expected to increase by US\$ 17,266 million from 2021 to 2027, garnering a CAGR of 9.1% during the forecast period.

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 and sports drinks. The Europe energy and sports drinks market is segmented on the basis of product, type, distribution channel, and country. Based on product, the energy and sports drinks market in Europe is categorized into energy drinks, sports drinks. In Europe, the energy drinks segment made up the largest share of the energy and sports drinks market. On the basis of type, the energy and sports drinks market in Europe has been segmented into regular, sugar-free. The regular energy drinks segment captured the largest share of the market in 2020. By distribution channel, the energy and sports drinks market in Europe has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. In terms of geography, the energy and sports drinks market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The Europe energy and sports drinks market is highly competitive. The key players in the energy and sports drinks market include Adelholzener Alpenquellen GmbH, Enervit S.p.A., Hochwald Sprudel Schupp GmbH, Otsuka Holdings Co. Ltd., PepsiCo Inc., Standard Investment Management B.V., Suntory Holdings Limited, The Coca-Cola Company, Tiger Brands Limited, United Soft Drinks BV.

Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

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

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Europe energy and sports 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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Spain

Sweden
Switzerland
United Kingdom

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Adelholzener Alpenquellen GmbH
Enervit S.p.A.
Hochwald Sprudel Schupp GmbH
Otsuka Holdings Co. Ltd.
PepsiCo, Inc.
Standard Investment Management B.V.
Suntory Holdings Limited
The Coca-Cola Company
Tiger Brands Limited
United Soft Drinks BV
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