

# Energy and Sports Drinks Market in Germany 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. The energy and sports drinks market in Germany is set to increase by US\$ 1,957 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 6.7% 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 Germany energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in Germany has been segmented into energy drinks, sports drinks. The energy drinks segment is estimated to account for the largest share of the energy and sports drinks market in Germany. By type, the energy and sports drinks market in Germany has been segmented into regular, sugar-free. The regular energy drinks segment held the largest revenue share in 2020. Based on distribution channel, the energy and sports drinks market in Germany is categorized 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 The Coca-Cola Company, Hochwald Sprudel Schupp GmbH.

### Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

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 Germany 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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Hochwald Sprudel Schupp GmbH  
About StrategyHelix  
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