

Energy and Sports Drinks Market in India 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 India is poised to grow at a CAGR of around 9.2% over the analysis period of 2021 to 2027, according to StrategyHelix.

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 India energy and sports drinks market is segmented on the basis of product, type, and distribution channel. By product, the energy and sports drinks market in India has been segmented into energy drinks, sports drinks. In 2020, the energy drinks segment made up the largest share of revenue generated by the energy and sports drinks market. Based upon type, the energy and sports drinks market in India is categorized into regular, sugar-free. The regular energy drinks segment was the largest contributor to the India energy and sports drinks market in 2020. On the basis of distribution channel, the energy and sports drinks market in India 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., Thai Beverage Public Company Limited (ThaiBev).

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 India 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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PepsiCo, Inc.
Thai Beverage Public Company Limited (ThaiBev)
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