

Energy and Sports Drinks Market in Latin America 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 Latin America is poised to grow by US\$ 12,800 million from 2021 to 2027, registering a CAGR of 15.8% during the forecast period, 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 Latin America energy and sports drinks market is segmented on the basis of product, type, distribution channel, and country. By product, the energy and sports drinks market in Latin America has been segmented into energy drinks, sports drinks. The energy drinks segment was the largest contributor to the Latin America energy and sports drinks market in 2020. Based upon type, the energy and sports drinks market in Latin America is categorized into regular, sugar-free. According to the research, the regular energy drinks segment had the largest share in the energy and sports drinks market in Latin America. On the basis of distribution channel, the energy and sports drinks market in Latin America 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 Latin America has been segmented into Argentina, Brazil.

As of 2020, the major players in the Latin America energy and sports drinks market were Cervejaria Petropolis S/A, Grupo Jumex S.A. de C.V., PepsiCo Inc., Sabormex

S.A. de C.V., The Coca-Cola Company.

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: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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Grupo Jumex, S.A. de C.V.

PepsiCo, Inc.
Sabormex S.A. de C.V.
The Coca-Cola Company
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