

Energy and Sports Drinks Market in Middle East and Africa 2021

<https://marketpublishers.com/r/E4B17CED5FC6EN.html>

Date: January 2022

Pages: 15

Price: US\$ 1,650.00 (Single User License)

ID: E4B17CED5FC6EN

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 Middle East and Africa is poised to grow by US\$ 2,382 million during 2021-2027, progressing at a CAGR of 6.3% during the forecast period, according to data and analytics company 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 Middle East and Africa 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 Middle East and Africa 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 Middle East and Africa is categorized into regular, sugar-free. The regular energy drinks segment was the largest contributor to the Middle East and Africa energy and sports drinks market in 2020. On the basis of distribution channel, the energy and sports drinks market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others. Geographically, the energy and sports drinks market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

The prominent players operating in the Middle East and Africa energy and sports drinks market include Otsuka Holdings Co. Ltd., PepsiCo Inc., Sapporo Holdings Limited,

Suntory Holdings Limited, The Coca-Cola Company, Tiger Brands Limited.

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: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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.

Sapporo Holdings Limited
Suntory Holdings Limited
The Coca-Cola Company
Tiger Brands Limited
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