

Global Energy Drink Market, By Product Type (Non-Organic & Organic), By Target Customer (Adults, Teenagers & Geriatric Population), By Distribution Channel (Store-Based & Non-Store Based), By Region, Competition, Forecast & Opportunities, 2026F

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Abstracts

The global energy drink market was valued at USD56.67 billion in 2026F and is expected to grow at an increasing CAGR of over 7.24% during the forecast period. The global energy drink market is driven by the increasing population and the demand of people towards flavored and energy-boosting drinks. Additionally, growing popularity among consumers for energy drinks, and surging disposable income of consumers are expected to elevate the demand for energy drinks thereby driving the market growth through 2026F. Owing to rising customer health consciousness and hectic lifestyle, the industry is expected to experience fast growth. The main purpose of these drinks is to provide instantaneous energy, along with psychological and physical stimulation. In addition, taurine, another key component, is vital for the upkeeping of cardiovascular function and the skeletal muscle. The market for energy drinks is driven by rising health awareness and engaged routine coupled with growing customer knowledge about the fitness benefits of the energy drink.

Energy drink consumption is increasing, particularly among young adults and athletes. These drinks contain large doses of caffeine and other legal stimulants. Energy drinks first appeared in Asia and Europe in the 1960s; however, after the introduction of Red Bull in Austria in 1987 and U.S. in 1997, the trend towards aggressive marketing of these energy drinks has grown tremendously.

The global energy drink market is segmented into product type, target customer, distribution channel, and region. Based on product type, the market is further bifurcated



into a non-organic and organic energy drink. Out of which, the non-organic energy drink segment holds the majority of share with 72.57% in 2020. This is mainly due to the high initial market penetration. At the same time, the organic energy drink segment is expected to be the fastest-growing product type as consumers are attracted towards organic energy drinks, including fresh fruit extract that comes in several variants. The organic energy drink has low sugar or sugar-free component for the adult people, keeping in mind problems like diabetes, etc. Growing consumer trend towards the value of organic beverages in their dietary habits has had a positive effect on the industry's demand for the segment.

Based on target customers, the global energy drinks market is categorized into adults, teenagers, and geriatric populations. Among these, the 'adults' segment accounted for the largest target consumer segment with a market share of 56.39% in 2020, as there is a growing population of athletes and corporates that consume these products for extra energy to increase their performance. This is expected to contribute to the growth of these products in the future. The 'Teenager' category has been projected to observe moderate growth and penetration in the global energy drink market.

The major players operating in the global energy drink market are Red Bull, Pepsi Co, (Gatorade) Nestle S.A. (Milo), Monster Beverage Corporation, The Coca Cola Company (Powerade), Suntory Beverage & Food Limited (Lucozade, V energy), Keurig Dr. Pepper Inc. (Venom, Xyigence Energy), AriZona Beverages USA (Rx Energy), Campbell Soup Company (V8 Energy), National Beverage Corp. and others. Major companies are developing advanced techniques and launching new low-sugar, fruit base energy drink to stay competitive in the market.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F-2026F

Objective of the Study:



To analyze the historical growth in the market size of the global energy drink market from 2016 to 2020.

To estimate and forecast the market size of the global energy drink market from 2021E to 2026F and growth rate until 2026F.

To classify and forecast the global energy drink market based on the product type, target customer, distribution channel, and regional distribution.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the global energy drink market.

To identify the dominant region or segment in the global energy drink market.

To identify drivers and challenges for the global energy drink market.

To identify and analyze the profile of leading players operating in the global energy drink market.

To identify key sustainable strategies adopted by market players in the global energy drink market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers and presence of all major players across the globe.

TechSci Research calculated the market size of the global energy drink market using a top-down approach in the overall market, bottom-up approach in the regional market, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and other segments for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases,



company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Energy drink manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to energy drinks

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global energy drink market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Energy Drink Market, By Product Type:

Non-Organic

Organic

Global Energy Drink Market, By Target Customer:

Adults

Teenagers

Geriatric Population

Global Energy Drink Market, By Distribution Channel:



Store-Based Non-Store Based Global Energy Drink Market, By Region: North America **United States** Mexico Canada Europe Germany France United Kingdom Italy Spain Asia-Pacific China Japan Australia South Korea India



South	America
	Brazil
	Argentina
	Colombia
Middle East & Africa	
	Saudi Arabia
	UAE
	South Africa
Competitive Landscap	ee
Company Profiles: Detailed analysis of the major companies present in global energy drink market.	
Available Customizations:	
•	data, TechSci Research offers customizations according to a eds. The following customization options are available for the
Company Information	
Detailed analysis and profiling of additional market players (up to five).	



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I would like to order

Product name: Global Energy Drink Market, By Product Type (Non-Organic & Organic), By Target

Customer (Adults, Teenagers & Geriatric Population), By Distribution Channel (Store-Based & Non-Store Based), By Region, Competition, Forecast & Opportunities, 2026F

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