

Africa Energy Drinks Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The African energy drinks market is projected to register a CAGR of 3.9% over the next five years.

The African market is driven by the rising demand for convenience beverages, changing lifestyles, increasing income, sports activities, and urbanization. Thus, the demand for functional beverages in the form of drinks and mixers is expected to augment the market's growth. Furthermore, many players are investing in fruit-flavored energy drinks to attract new consumers to the category. However, rising concern over health issues associated with energy drinks, such as the high sugar content present in a few of the drinks, is likely to restrain market growth.

Energy drinks have many uses, as they help in fast recovery after a workout, improve concentration and memory, aid in weight loss, provide a refreshing experience, and many more. Because of all these benefits, consumers are much more attracted to energy drinks than other carbonated beverages. Red Bull energy drinks serve 106 grams of calories per serving. The African energy drinks market is expected to grow owing to high spending on advertising on television and other social media sites. Because of this, younger populations are getting attracted to the consumption of energy drinks, which is driving the market.

Africa Energy Drinks Market Trends

Increasing Expenditure On Advertisement And Promotional Activities

The primary reason for the popularity of energy drinks is directly related to aggressive marketing campaigns, which are mainly directed toward young consumers. Furthermore, advertisements promote that energy drinks ignite the mind, refresh the body, and enhance performance and stamina. Companies are also focusing on market endorsements to promote their public image, and many famous personalities associated with brands are endorsing or promoting specific products along with event sponsorship to boost brand awareness. To compete with market leaders, key players in soft drinks such as Pepsi and Coca-Cola also entered the energy drink market, and these companies are intentionally spending more on advertising to compete with Red Bull, Rockstar,

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and Monster Energy Drinks. The market players are uploading their advertisements on social media platforms like Instagram, Youtube, Facebook, LinkedIn, and many more for promotions. As young people are more active on social media platforms, they get attracted to the ads, which is driving the market in the region. According to data from Napoleon Cat from October 2022, 30.8% of people between the ages of 18 and 24 are active on Instagram in South Africa.

South Africa dominates the market

The energy drink market in South Africa is embracing a growth phase with new flavor formulations, reduced sugar and calories, and ingredient innovations such as botanicals and herbs. Thereby, players in the market are launching new products to meet consumer demand. Furthermore, with the expansion of distribution channels such as supermarkets, convenience stores, and e-commerce platforms, among others, energy drink sales are expected to grow at a significant rate during the study period. E-commerce is fast growing in Africa, and many global e-commerce websites are launching their websites in Africa. Amazon, for example, will launch its web service AWS in Egypt, Africa, in September 2021. Many other e-commerce websites, like Jumia, Takeaway.com, and Amazon, for example, and many more, provide online food delivery services. Africans are very interested in sports. The most popular sports in Africa are football, cycling, cricket, wrestling, and many more. For these sports players, energy drinks are most important to maintain their energy during play. Over the medium term, the energy drink market in Africa is expected to grow owing to the increasing sports industry in the region.

Africa Energy Drinks Market Competitor Analysis

The Africa Energy Drinks market is highly concentrated, with a few global and regional players holding significant market share. Emphasis is given to the merger, expansion, acquisition, and partnership of the companies, along with new product development, as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Key players dominating the regional market include Monster Beverage Corporation, Red Bull, The Coca-Cola Company, and Rockstar, Inc., among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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