

Energy Drinks in India

Market Direction | 2023-05-25 | 31 pages | Euromonitor

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Report description:

Energy drinks in India was continuing to experience a promising revival in 2022 as on-the-go consumption and impulse purchases regained momentum, also aided by the recovery of on-trade establishments. Throughout its history, Indian energy drinks has been dominated by Red Bull, which has been effectively capturing consumer attention since its launch in 2009. The company's success can be attributed to its bold marketing strategies, including collaborations with sports icons and entertainers as well...

Euromonitor International's Energy Drinks in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Energy Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Red Bull leads the recovery through on-the-go consumption

Coca-Cola and PepsiCo are mass marketing their energy drinks brands to target volume share

Energy drinks continue to have low market penetration, primarily due to concerns surrounding caffeine content and pricing

PROSPECTS AND OPPORTUNITIES

India's sizeable Millennial population is an attractive battleground for foreign energy drinks players

There is a gap for energy drinks with natural or healthier ingredients

Energy drinks are shedding their luxury image in India but face challenges in mass-market penetration

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