

Global Energy Drinks Market Report and Forecast 2024-2032

Market Report | 2023-11-24 | 183 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2799.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

Global Energy Drinks Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global energy drinks market is projected to grow at a CAGR of 7.10% between 2024 and 2032. Aided by the evolving consumer lifestyles and the growing demand for functional beverages, the market is poised for robust growth, the market is expected to grow significantly by 2032.

Energy drinks have surged in popularity as they offer a quick boost of energy, enhanced mental alertness, and improved physical performance. Typically containing caffeine, vitamins, and other stimulants, these beverages have become a staple for consumers seeking an instant energy uplift. They are particularly popular among athletes, students, professionals, and individuals leading an active lifestyle.

The growing consumer preference for convenience and on-the-go consumption is a significant driver for the energy drinks market growth. In today's fast-paced world, consumers are increasingly seeking products that offer quick and efficient energy boosts to cope with their busy schedules. This trend has led to a surge in the demand for energy drinks.

In addition to their energising properties, many energy drinks are also fortified with vitamins, amino acids, and herbal extracts, making them appealing to health-conscious consumers. This aspect of health and wellness has contributed significantly to the growing popularity of energy drinks.

The energy drinks market outlook is further influenced by the innovative product offerings and flavour diversification. Companies are continually experimenting with new ingredients, formulations, and packaging to attract consumers and cater to diverse taste preferences.

Marketing and branding strategies also play a pivotal role in propelling the energy drinks market. Many brands have successfully positioned themselves as essential beverages for an active and dynamic lifestyle, appealing to a broad consumer base.

Sponsorship of sports events, strategic endorsements, and engaging marketing campaigns have enhanced the visibility and appeal of energy drinks.

There is a growing demand for energy drinks with reduced sugar, natural ingredients, and alternative sources of caffeine. The emergence of organic and natural energy drinks caters to the health-conscious segment of the market, thus broadening the consumer base.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Additionally, the rise of the functional beverage segment offers ample opportunities for energy drinks to incorporate additional health benefits, such as improved digestion, immune support, and stress relief. This integration of functionality and energy enhancement can further increase energy drinks market share.

Market Segmentation

The market can be divided based on product, type, consumer, distribution channel, and region.

Market Breakup by Product

- Non-Alcoholic Energy Drinks
- Alcoholic Energy Drinks

Market Breakup by Type

- Non-Organic Energy Drinks
- Organic Energy Drinks
- Natural Energy Drinks

Market Breakup by Consumer

- Teenagers
- Adults
- Geriatric Population

Market Breakup by Distribution Channel

- On-Trade Distribution
- Off-Trade & Direct Selling Distribution

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global energy drinks market. Some of the major players explored in the report by Expert Market Research are as follows:

- Red Bull GmbH
- Monster Beverage Corporation
- National Beverage Corp.
- The Coca-Cola Company
- Pepsico Inc.
- Arizona Beverage Co.
- Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Energy Drinks Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Energy Drinks Historical Market (2018-2023)
 - 8.3 Global Energy Drinks Market Forecast (2024-2032)
 - 8.4 Global Energy Drinks Market by Product
 - 8.4.1 Non-Alcoholic Energy Drinks
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Alcoholic Energy Drinks
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.5 Global Energy Drinks Market by Type
 - 8.5.1 Non-Organic Energy Drinks
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
 - 8.5.2 Organic Energy Drinks
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
 - 8.5.3 Natural Energy Drinks
 - 8.5.3.1 Historical Trend (2018-2023)
 - 8.5.3.2 Forecast Trend (2024-2032)
 - 8.6 Global Energy Drinks Market by Consumer
 - 8.6.1 Teenagers
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Adults
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.6.3 Geriatric Population
 - 8.6.3.1 Historical Trend (2018-2023)
 - 8.6.3.2 Forecast Trend (2024-2032)
- 8.7 Global Energy Drinks Market by Distribution Channel
 - 8.7.1 On-Trade Distribution
 - 8.7.1.1 Historical Trend (2018-2023)
 - 8.7.1.2 Forecast Trend (2024-2032)
 - 8.7.2 Off-Trade & Direct Selling Distribution
 - 8.7.2.1 Historical Trend (2018-2023)
 - 8.7.2.2 Forecast Trend (2024-2032)
- 8.8 Global Energy Drinks Market by Region
 - 8.8.1 North America
 - 8.8.1.1 Historical Trend (2018-2023)
 - 8.8.1.2 Forecast Trend (2024-2032)
 - 8.8.2 Europe
 - 8.8.2.1 Historical Trend (2018-2023)
 - 8.8.2.2 Forecast Trend (2024-2032)
 - 8.8.3 Asia Pacific
 - 8.8.3.1 Historical Trend (2018-2023)
 - 8.8.3.2 Forecast Trend (2024-2032)
 - 8.8.4 Latin America
 - 8.8.4.1 Historical Trend (2018-2023)
 - 8.8.4.2 Forecast Trend (2024-2032)
 - 8.8.5 Middle East and Africa
 - 8.8.5.1 Historical Trend (2018-2023)
 - 8.8.5.2 Forecast Trend (2024-2032)
- 9 North America Energy Drinks Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 10 Europe Energy Drinks Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Germany
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 France
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.4 Italy
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)
 - 10.5 Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11 Asia Pacific Energy Drinks Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Japan
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
 - 11.3 India
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
 - 11.4 ASEAN
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
 - 11.5 Australia
 - 11.5.2 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
 - 11.6 Others
- 12 Latin America Energy Drinks Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 Middle East and Africa Energy Drinks Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 United Arab Emirates
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Nigeria
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
 - 13.4 South Africa
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
 - 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 14.1.4 Threats
- 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
- 14.3 Key Indicators for Demand
- 14.4 Key Indicators for Price
- 15 Value Chain Analysis
- 16 Competitive Landscape
 - 16.1 Market Structure
 - 16.2 Company Profiles
 - 16.2.1 Red Bull GmbH
 - 16.2.1.1 Company Overview
 - 16.2.1.2 Product Portfolio
 - 16.2.1.3 Demographic Reach and Achievements
 - 16.2.1.4 Certifications
 - 16.2.2 Monster Beverage Corporation
 - 16.2.2.1 Company Overview
 - 16.2.2.2 Product Portfolio
 - 16.2.2.3 Demographic Reach and Achievements
 - 16.2.2.4 Certifications
 - 16.2.3 National Beverage Corp.
 - 16.2.3.1 Company Overview
 - 16.2.3.2 Product Portfolio
 - 16.2.3.3 Demographic Reach and Achievements
 - 16.2.3.4 Certifications
 - 16.2.4 The Coca-Cola Company
 - 16.2.4.1 Company Overview
 - 16.2.4.2 Product Portfolio
 - 16.2.4.3 Demographic Reach and Achievements
 - 16.2.4.4 Certifications
 - 16.2.5 Pepsico Inc.
 - 16.2.5.1 Company Overview
 - 16.2.5.2 Product Portfolio
 - 16.2.5.3 Demographic Reach and Achievements
 - 16.2.5.4 Certifications
 - 16.2.6 Arizona Beverage Co.
 - 16.2.6.1 Company Overview
 - 16.2.6.2 Product Portfolio
 - 16.2.6.3 Demographic Reach and Achievements
 - 16.2.6.4 Certifications
 - 16.2.7 Others
- 17 Key Trends and Developments in the Market

List of Key Figures and Tables

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1. Global Energy Drinks Market: Key Industry Highlights, 2018 and 2032
2. Global Energy Drinks Historical Market: Breakup by Product (USD Billion), 2018-2023
3. Global Energy Drinks Market Forecast: Breakup by Product (USD Billion), 2024-2032
4. Global Energy Drinks Historical Market: Breakup by Type (USD Billion), 2018-2023
5. Global Energy Drinks Market Forecast: Breakup by Type (USD Billion), 2024-2032
6. Global Energy Drinks Historical Market: Breakup by Consumer (USD Billion), 2018-2023
7. Global Energy Drinks Market Forecast: Breakup by Consumer (USD Billion), 2024-2032
8. Global Energy Drinks Historical Market: Breakup by Distribution Channel (USD Billion), 2018-2023
9. Global Energy Drinks Market Forecast: Breakup by Distribution Channel (USD Billion), 2024-2032
10. Global Energy Drinks Historical Market: Breakup by Region (USD Billion), 2018-2023
11. Global Energy Drinks Market Forecast: Breakup by Region (USD Billion), 2024-2032
12. North America Energy Drinks Historical Market: Breakup by Country (USD Billion), 2018-2023
13. North America Energy Drinks Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Europe Energy Drinks Historical Market: Breakup by Country (USD Billion), 2018-2023
15. Europe Energy Drinks Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Asia Pacific Energy Drinks Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Asia Pacific Energy Drinks Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Latin America Energy Drinks Historical Market: Breakup by Country (USD Billion), 2018-2023
19. Latin America Energy Drinks Market Forecast: Breakup by Country (USD Billion), 2024-2032
20. Middle East and Africa Energy Drinks Historical Market: Breakup by Country (USD Billion), 2018-2023
21. Middle East and Africa Energy Drinks Market Forecast: Breakup by Country (USD Billion), 2024-2032
22. Global Energy Drinks Market Structure

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Global Energy Drinks Market Report and Forecast 2024-2032

Market Report | 2023-11-24 | 183 pages | EMR Inc.

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$2799.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com