

Alcoholic Energy Drinks Market By Packaging (Cans, Bottle), By End-Users (Adults, Teenager), By Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global alcoholic energy drinks market was valued at \$23,200 million in 2021 and is estimated to reach \$48,899.3 million by 2031, registering a CAGR of 8.0% from 2022 to 2031. An alcoholic energy drink is a combination of alcohol and other stimulants generally caffeine which is believed to increase alertness and attentional performance. The majority of such drinks are packed in cans and bottles. Alcoholic energy drinks are healthier and tastier as compared to alcohol. Generally, alcoholic energy drinks are available for both, teens and adults; however, even kids are consuming it at a significant rate.

According to the National Library of Medicine, two third of energy drink consumers are from the age range of 13-35 years. However, in recent time, people are avoiding excess usage of caffeine as it is not health friendly and can cause several diseases which can hold up the market growth.

During the lockdown, owing to the coronavirus, the consumption of alcoholic energy drink decreased in commercial areas, as the food industry were partially or completely shut down. Further, the decline in the production of new goods led to a fall in supply. However, the reopening of production facilities and introduction of vaccines for coronavirus disease has led to the re-initiation of the production of alcoholic energy drinks in companies and their consumption at their full-scale capacities.

The alcoholic energy drinks industry will grow owing to the high popularity of the product among western Europe and the U.S population as a substitute for alcohol since there has been a drastic increase in the consumption of energy drinks over the last two decades, especially among adolescents and young teens. Along with this change in consumers' lifestyles will also propel the market since They prefer goods that are ready to eat and further meet their energy and taste needs. As alcoholic energy drink satisfies all these conditions, it has emerged as a robust choice among global consumers. Hence, all these factors coupled together will increase the alcoholic energy drinks market demand.

The rise in the disposable income of the population will work as an opportunity for the alcoholic energy drink market since the rise in the disposable income of households will create an opportunity for the market as with increasing disposable income new consumers will enter the market. Disposable income is closest to the concept of income as generally understood in economics. Household disposable income is the income available to households such as wages and salaries, income from self-employment and unincorporated enterprises, income from pensions and other social benefits, and income from financial investments. which will create an opportunity for the market to grow.

According to the alcoholic energy drinks market analysis, the alcoholic energy drinks market is categorized on the basis of packaging, end-user, distribution channel, and region. Depending on the packaging, it is classified into cans and bottles. As per the end-users, it is classified into adults and teens. According to the distribution channel, it is divided into hypermarkets/supermarkets, convenience stores, online retail, and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, and rest of Europe), Asia-Pacific (China, Japan, South Korea, Thailand, Australia, and rest of Asia-Pacific), and LAMEA (Argentina, Saudi Arabia, South Africa, and rest of LAMEA).

On the basis of packaging, the global alcoholic energy drinks market forecast is categorized into cans and bottles. The cans segment has the highest alcoholic accounting for 64.8% of the alcoholic energy drinks market with a revenue of \$15,031.8 million and is expected to remain dominant throughout the forecast period. The bottle segment is expected to grow at a steady growth rate of 6.0% throughout the forecast period. This dominance is attributed owing to its attractive packaging, and portability and they are strong in comparison to bottles.

According to end users, the adult segment dominated the market accounting for 46.6% of the alcoholic energy drinks market, and is expected to dominate throughout the forecast period since adults are moving toward healthy products, therefore, they are reducing the excessive use of alcohol and are preferring products with limited alcohol. Along with this high purchasing power of the consumers lying in the segment will also propel the growth of the alcoholic energy drinks market size for the segment. Teens are moving toward alcoholic energy drinks as these kinds of products highlight them in the crowd.

On the basis of the distribution channel, the market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The other segment dominated the market owing to its easy accessibility and they are strategically located and open for an extended amount of time, making them a preferable alternative for obtaining essential items at any point of the day.

Region-wise, North America dominated the global market in 2021 accounting for approx. 35% of the global alcoholic energy drinks market share and is expected to be dominant during the forecast period. The future of the alcoholic energy drinks market in North America is promising, as their demand is expected to continue to grow. The dominance in the market is largely due to the existence of a huge population and the high disposable income of the region. The region is dominating due to its high working population whereas Asia-Pacific is expected to grow at the highest CAGR of 8.7% owing to its huge population coupled with the rise in the disposable income of the region will help in the growth of the segment.

Players operating in the global alcoholic energy drinks market have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market such as product launches, business expansion and partnerships. The key players profiled in this report include Amway, Arizona Beverages USA, LT Group, Monster, National Beverages Corp., PepsiCo., Phusion Projects, Steelbrew, Suntory, and United Brands Beverages Innovation.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the alcoholic energy drinks market analysis from 2021 to 2031 to identify the prevailing alcoholic energy drinks market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the alcoholic energy drinks market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global alcoholic energy drinks market trends, key players, market

segments, application areas, and market growth strategies.

Key Market Segments

By Packaging

- Cans
- Bottle

By End-Users

- Adults
- Teenager

By Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Retail
- Others

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- Germany

- France

- UK

- Italy

- Rest of Europe

- Asia-Pacific

- China

- Japan

- South Korea

- Thailand

- Australia

- Rest of Asia-Pacific

- LAMEA

- Argentina

- Saudi Arabia

- South Africa

- Rest of LAMEA

- Key Market Players

- amway

- Arizona Beverages USA

- LT Group, Inc.

- Monster Beverage Corp

- National Beverages Corp.

- Pepsi CO.

- Phushion Projects

- Steelbrew

- suntory holdings limited

- United Brands Beverages Innovation

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