

India Energy Drink Market Assessment, By Type [Carbonated, Non-Carbonated], By Flavour [Flavoured, Unflavoured], By Packaging [Tin Cans, Glass/Pet Bottles], By Size [100ml - 350ml, 500ml - 1000 ml, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Departmental and Convenience Stores, Pharmacies, Brand Kiosks, Others], By Region, Opportunities, and Forecast, FY2016-FY2030F

Market Report | 2024-04-19 | 85 pages | Market Xcel - Markets and Data

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Report description:

The Indian energy drinks market was valued at USD 25 million in FY2022 and was growing at a much faster rate as compared to the overall packaged beverages segment in the country. The market will grow to USD 108.29 million in FY2030, generating double digit CAGR of 20.11% during the forecast period between FY2023 and FY2030. In the year 2022, the Indian market held an insignificant share of just 0.026% in the global energy drinks market size which was valued at USD 95.27 billion. However, this share of India will increase substantially by FY2030.

During the forecast period, the demand for energy drinks will increase substantially as a result of aggressive marketing campaigns by the energy drink manufacturers, affordable price points, impact of social media influencers, adaptation of western food preferences amongst the Indian consumer, rise in purchasing power parity of the consumers, rapid urbanization and many such economic growth factors. Furthermore, the use of natural ingredients in energy drinks, and introduction of new flavours of energy drinks are some other factors leading to the diversification of this market.

Energy drinks are touted as being able to improvise vigilance and physical endurance. These beverages often include high concentrations of substances, most commonly caffeine, and other substances such as guarana (another source of caffeine

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sometimes called Brazilian cocoa), sugars, taurine, Ginseng, B vitamins, glucuronolactone, yohimbe, carnitine and bitter orange. Most energy drinks, for example, include 100-300 mg of caffeine per serving, though this does vary.

Paradigm Shift in Consumer Preferences

The sports and energy drinks are advertised to appeal to those target group of consumers who regularly exercise and need a boost of energy. The changing consumer preferences in India with predominantly younger population who are more health conscious is boosting the consumption of energy drinks. This class of beverages has high concentration of caffeine which stimulates the effect on cognitive functions in the human body. This is followed by B-Group vitamins, especially water-soluble vitamins. Such vitamins do not get stored as much in the body as fat-soluble vitamins. Instead, they circulate through the blood plasma.

Major Consumption by Younger Millennials and Gen Z

The consumption pattern of the energy drinks has gained massive popularity amongst the younger millennials and Gen Z segment of the population due to the push witnessed by the gym trainers and the drink manufacturers. The long and erratic work hours and increased culture of partying and social gatherings are supporting the increasing consumption of energy drinks. The increased consumption of energy drinks by price-conscious college students, gamers and young people who have just joined the workforce is forcing foreign and domestic manufacturers to pay attention to this category and create products to compete for this specific consumer base. For example, Monster, which has been operating in India with its premium energy drink offering at the same brand name since 2014, had released a new product in India named Predator, which was priced at INR 50. In November 2022, Janjira announced the debut of another drink in the price range between INR 25 and INR 35.

Impact of COVID-19 on India Energy Drink Market

In 2020 and 2021, the energy drink market continued to expand in spite of the COVID-19 pandemic though consumption of other beverages declined significantly. Social distancing norms and mandatory quarantine rules revolutionised the eating patterns of Indian population and disrupted everyday routines due to mobility restrictions which in turn, was a major reason of stress and anxiety along with health concerns. The consumption of caffeine and energy drinks reportedly increased due to isolation during these times.

The upward trend in the energy drinks market is anticipated to continued post the COND-19 restrictions have been lifted by the Government of India and people have resumed their lives to normalcy. The reopening of offices, pubs and bars is significantly contributing to the surge in consumption of energy drinks.

In this report, India Energy Drink Market has been segmented into the following categories:

1. India Energy Drink Market, By Type

1.1 Carbonated

1.2 Non-Carbonated

2. India Energy Drink Market, By Flavour

2.1 Flavoured

2.2 Unflavoured

3. India Energy Drink Market, By Packaging

3.1 Tin Cans

3.2 Glass/Pet Bottles

4. India Energy Drink Market, By Size

4.1 100ml - 350ml

4.2 500ml - 1000ml

4.3 Others

5. India Energy Drink Market, By Distribution Channel

5.1 Online

5.2 Offline

5.2.1 Supermarkets/Hypermarkets

5.2.2 Departmental and Convenience Stores

5.2.3 Pharmacies

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5.2.4 Brand Kiosks

5.2.5 Others

6. India Energy Drink Market, By Region

6.1 East

6.2 West & Central

6.3 North

6.4 South

Key Players Landscape and Outlook

The market for energy drinks in India is expanding at a healthy CAGR, which has also intensified the rivalry in the market. Nevertheless, the market structure is consolidated and is dominated by few renowned brands. In order to capture a significant market share, companies promise to provide the best quality product at affordable prices. Moreover, players are using the cutting-edge marketing and advertising strategies to boost sales of their products. Red Bull India Private Limited is the leading energy drinks company dominating the Indian market and continues its run as the leader for several years.

Key Players Operating in India Energy Drink Market

- Red Bull India Private Limited
- Monster Energy Company
- Anheuser Busch Inbev India Limited (Budweiser)
- The Coca-Cola Company (Charged)
- Celsius Holdings, Inc (Celsius)
- PepsiCo India (Sting)
- Ocean Drinks Private Limited (Ocean)
- Hell Energy (Hell)
- Ceylon Beverages International Private Limited (Tzinga)
- Rio-Innobev (Rio Boom)

Why You Should Buy This Report

Market Xcel reports are based on qualitative and quantitative data collected through 'on-ground' primary research interventions. Based on our in-depth research, our reports can also provide granular city/state level market size data. The report includes deeper actionable insights provided by the industry experts & Key Opinion Leaders thus offering cutting-edge business solutions. The forecast data included in the report is based on 'Drivers based forecasting' technique ensuring accurate decoding of the future.

Table of Contents:

1. Research Methodology
2. Product Overview
3. Impact of Covid-19 on India Energy Drink Market
4. Impact of Russia-Ukraine War on India Energy Drink Market
5. Executive Summary
6. Voice of Customer
 - 6.1. Demographics (Age, Gender, Geography, Income, etc.)
 - 6.2. Brand Awareness and Loyalty
 - 6.3. Factors Considered in Purchase Decision
 - 6.3.1. Quantity
 - 6.3.2. Price
 - 6.3.3. Quantity w.r.t Price
 - 6.3.4. Packaging
 - 6.3.5. Offers and Discount
 - 6.3.6. Taste Preferences

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- 6.3.7.□Shelf Life
- 6.3.8.□Reviews and Recommendations
- 6.4.□Frequency of Purchase
- 6.5.□Channel of Purchase
- 6.6.□Preference of Event for Consumption
- 6.7.□Responsible Consumption
- 6.8.□Impact of Influencer Marketing
- 6.9.□Social Commerce
- 6.10.□Lifestyle Trends
- 6.11.□Participation in Sponsored Events by Key Players
- 6.12.□Recommendations and Suggestions
- 7.□India Energy Drink Market Outlook, FY2016-FY2030F
- 7.1.□Market Size & Forecast
- 7.1.1.□By Value
- 7.1.2.□By Volume
- 7.2.□Market Share & Forecast
- 7.2.1.□By Type
- 7.2.1.1.□Carbonated
- 7.2.1.2.□Non-Carbonated
- 7.2.2.□By Flavour
- 7.2.2.1.□Flavoured
- 7.2.2.2.□Unflavoured
- 7.2.3.□By Packaging
- 7.2.3.1.□Tin Cans
- 7.2.3.2.□Glass/Pet Bottles
- 7.2.4.□By Size
- 7.2.4.1.□100ml - 350ml
- 7.2.4.2.□500ml - 1000ml
- 7.2.4.3.□Others
- 7.2.5.□By Distribution Channel
- 7.2.5.1.□Online
- 7.2.5.2.□Offline
- 7.2.5.2.1.□Supermarkets/Hypermarkets
- 7.2.5.2.2.□Departmental and Convenience Stores
- 7.2.5.2.3.□Pharmacies
- 7.2.5.2.4.□Brand Kiosks
- 7.2.5.2.5.□Others
- 7.2.6.□By Region
- 7.2.6.1.□East
- 7.2.6.2.□West and Central
- 7.2.6.3.□North
- 7.2.6.4.□South
- 8.□India Energy Drink Market Mapping, FY2022
- 8.1.□By Type
- 8.2.□By Flavour
- 8.3.□By Packaging
- 8.4.□By Size

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- 8.5.□By Distribution Channel
- 9.□Macro-Business Environmental Scope
 - 9.1.□Value Chain Analysis
 - 9.2.□Supply Demand Analysis
 - 9.3.□Import Export Analysis
 - 9.4.□Porter's Five Force Analysis
 - 9.4.1.□Threat of New Entrants (Emerging Players)
 - 9.4.2.□Threat of Substitutes
 - 9.4.3.□Competitive Rivalry
 - 9.4.4.□Bargaining Power of Suppliers
 - 9.4.5.□Bargaining Power of Consumer
 - 9.5.□PESTEL Analysis of the Industry
 - 9.5.1.□Political Factors
 - 9.5.2.□Economic Overview
 - 9.5.3.□Social Implications
 - 9.5.4.□Technological Advancements
 - 9.5.5.□Environmental Impact
 - 9.5.6.□Legal Policies and Statutory Bodies
- 10.□Best Practice Case Studies by Key Market Players (Upto Three)
- 11.□Market Dynamics
 - 11.1.□Trends & Developments
 - 11.2.□Growth Opportunities
 - 11.3.□Growth Inhibitors
- 12.□Pricing Pivot Analysis
- 13.□Key Players Landscape
 - 13.1.□SWOT Analysis of Key Market Players
 - 13.1.1.□Key Drivers
 - 13.1.2.□Challenges
 - 13.1.3.□Growth/Innovation Opportunities
 - 13.1.4.□Suspected Threats
 - 13.2.□Competition Matrix of Top Five Market Leaders
 - 13.3.□Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
 - 13.4.□Mergers and Acquisition/ Joint Ventures (If Applicable)
 - 13.5.□Patent Analysis (If Applicable)
- 14.□Key Players Outlook
 - 14.1.□Red Bull India Private Limited
 - 14.1.1.□Company Details
 - 14.1.2.□Key Management Personnel
 - 14.1.3.□Products & Services
 - 14.1.4.□Financials (As reported)
 - 14.1.5.□Key Market Focus & Geographical Presence
 - 14.1.6.□Recent Developments
 - 14.2.□Monster Energy Company (Monster)
 - 14.3.□Anheuser Busch Inbev India Limited (Budweiser)
 - 14.4.□The Coca-Cola Company (Charged)
 - 14.5.□Celsius Holdings, Inc (Celsius)
 - 14.6.□PepsiCo India (Sting)

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14.7. □ Ocean Drinks Private Limited (Ocean)

14.8. □ Hell Energy (Hell)

14.9. □ Ceylon Beverages International Private Limited (Tzinga)

14.10. □ Rio-Innobev (Rio Boom)

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

15. □ Strategic Recommendations

16. □ About Us & Disclaimer

India Energy Drink Market Assessment, By Type [Carbonated, Non-Carbonated], By Flavour [Flavoured, Unflavoured], By Packaging [Tin Cans, Glass/Pet Bottles], By Size [100ml - 350ml, 500ml - 1000 ml, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Departmental and Convenience Stores, Pharmacies, Brand Kiosks, Others], By Region, Opportunities, and Forecast, FY2016-FY2030F

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