

Energy Drinks in India

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Report description:

In 2018, PepsiCo entered energy drinks in India with the brand Sting, costing INR50 per 250ml can, while Red Bull, the leading brand, retailed for nearly double the price for the same quantity. Realising the need for affordability to attract a broader consumer base and mine untapped potential in the category, particularly in rural areas, PepsiCo responded. In 2020, it introduced Sting in a 250ml PET bottle priced at INR20, focusing on accessibility.

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 (2019-2023), 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 2028 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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Mass marketing and robust distribution catapult Sting to leading position

Category remains underpenetrated due to caffeine concerns, formulation and price

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