

Energy Drinks in India

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Report description:

Energy drinks in India is expected to maintain dynamic double-digit off-trade growth rates in both volume and current value terms in 2024; the category mainly has a presence off-trade. Energy drinks was historically perceived as a premium category in India, dominated by Red Bull. Red Bull entered India in 2009, and dominated the category for most of the following decade, until Sting disrupted the market. In 2017, PepsiCo entered with Sting, priced at INR50 per 250ml can, while Red Bull charged n...

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 (2020-2024), 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 2029 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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2024 DEVELOPMENTS

PepsiCo India's Sting has successfully democratised energy drinks, previously perceived as a premium category

Concern about and regulation of caffeine prevents stronger uptake of energy drinks

High prices limit sales of energy drinks

PROSPECTS AND OPPORTUNITIES

India's young and gaming demographics will continue to drive the growth of energy drinks during the forecast period

Sting, as an economic alternative, will continue to drive sales

Small pack sizes and PET packaging will continue to dominate during the forecast period

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