

## **Bangladesh Energy Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Bangladesh Energy Drinks Market Analysis

The Bangladesh energy drinks market was valued at USD 247.55 million in 2025 and estimated to grow from USD 265.59 million in 2026 to reach USD 377.61 million by 2031, at a CAGR of 7.29% during the forecast period (2026-2031). This growth is fueled by swift urbanization, increasing disposable incomes, and a burgeoning youth demographic that leans towards functional beverages, especially during extended study or work hours. As consumers pivot from traditional carbonated soft drinks to energy-boosting alternatives, manufacturers are leveraging price-tiering strategies to cater to both premium and mass markets. Sports and campus event advertising have made energy drink consumption more mainstream, and advancements in cold-chain logistics are ensuring product quality, even in the hotter inland regions. However, challenges like excise-tax uncertainties and a surge in health consciousness are shaping pricing strategies, formulation decisions, and the overall market penetration in rural areas.

Bangladesh Energy Drinks Market Trends and Insights

Urban lifestyle and convenience demand

As Bangladesh's urban population grows each year, the nation's beverage consumption patterns are undergoing a significant transformation. City residents, grappling with demanding work schedules, are increasingly turning to quick energy solutions. This shift, moving away from the traditional tea culture towards modern energy drinks, underscores broader socioeconomic changes. For instance, a study from PLOS Global Public Health highlights that 44.4% of adolescents now consume carbonated beverages

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daily, signaling a growing acceptance of Western-style energy products. University students, facing academic pressures and juggling part-time jobs, are a key demographic, with 45% regularly consuming energy drinks, as noted by *J. Bio. Exp. Pharmcol.* This trend is especially evident in cities like Dhaka and Chittagong, where long commutes and irregular meal times make quick energy sources vital for productivity. Beyond students, this trend encompasses garment workers, IT professionals, and service sector employees, many of whom rely on energy drinks during night shifts and overtime.

#### Expansion of modern retail and chilled-chain logistics

Bangladesh's retail landscape is undergoing a significant transformation, with modern supermarket chains and e-commerce platforms leading the charge. This evolution is granting urban and semi-urban areas unprecedented access to energy drinks. Shwapno, with its ambitious goal of reaching 3,000 stores by 2030, and Agora, which has opened 110 new outlets in just two years, are clear indicators of organized retail's push into previously underserved markets, as highlighted by *The Daily Star*. A recent move to eliminate the 5% VAT on supermarket purchases has resulted in a 20% uptick in customer footfall. This change has made energy drinks more accessible to budget-conscious consumers, who once turned to traditional grocery stores, according to *The Business Standard*. E-commerce giants like Chaldal and Daraz are reshaping the distribution landscape, offering home delivery of energy drinks. This service is especially advantageous for working professionals pressed for time. Furthermore, the development of cold chain infrastructure, bolstered by global investments in refrigeration technology, guarantees the quality of energy drinks from production to consumption. This advancement addresses earlier concerns about taste deterioration in tropical climates.

#### Health concerns over high caffeine and sugar

As medical evidence increasingly links energy drink consumption to cardiovascular issues and sleep disorders, educated urban populations in Bangladesh are becoming more health-conscious and hesitant. Research by pharmacy students in Bangladesh found caffeine levels in popular local brands ranging from 22.6mg to 64.9mg per 250ml. Notably, 27% of consumers reported experiencing dizziness as a side effect, as highlighted in the *J. Bio. Exp. Pharmcol.* Reflecting regulatory concerns, the Bangladesh Food Safety Authority took legal action against unauthorized electrolyte drink manufacturers, even issuing arrest warrants for company executives. Health professionals at BIRDEM General Hospital cautioned against the casual consumption of electrolyte drinks, citing their high sodium content, which can elevate blood pressure. This warning is particularly pertinent given that over 5 million people in Bangladesh are diagnosed with diabetes, as reported by *The Business Standard*. Furthermore, the Ministry of Health's push for clear ingredient labeling on packaged foods underscores the government's acknowledgment of the health risks tied to excessive sugar and caffeine consumption.

Other drivers and restraints analyzed in the detailed report include:

Premiumization and demand for healthier ingredients  
Aggressive advertising and events sponsorship  
Ad-valorem excise hike on CSD/energy drinks

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

In 2025, traditional energy drinks command a dominant 68.10% market share, underscoring a consumer preference for established, affordable energy solutions. Local brands, such as Akij's Speed and Globe Soft Drinks' Royal Tiger, have adeptly positioned their offerings as budget-friendly alternatives to pricier international counterparts. With Speed retailing at Tk 50 for a 250ml can and Royal Tiger at a mere Tk 30, these brands have become favorites among price-sensitive consumers, as highlighted by Chaldal. Meanwhile, the energy shots segment is surging ahead, boasting a robust 8.87% CAGR through 2031, fueled by urban

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professionals in search of quick, concentrated energy boosts to match their hectic schedules.

Health-conscious consumers are increasingly gravitating towards natural and organic energy drinks. At the same time, sugar-free and low-calorie variants are catering to Bangladesh's rising diabetic demographic, which exceeds 5 million diagnosed cases. This evolving landscape showcases a growing consumer sophistication: while traditional energy drinks cater to the mass market, specialized variants hone in on niche audiences with distinct needs. PRAN-RFL Group, a major player, is diversifying its portfolio to include energy drinks, capitalizing on its established brand equity to tap into varied market segments. Furthermore, the Bangladesh Standards and Testing Institution's regulatory oversight guarantees product quality across all segments, bolstering consumer trust and fueling trends of market expansion and premiumization.

The Bangladesh Energy Drinks Market Report is Segmented by Product Type (Energy Shots, Natural/Organic Energy Drinks, Sugar-Free or Low-Calories Energy Drinks, and More), Packaging Type (Cans, PET Bottles, Glass Bottles, Pouches/Sachets), Distribution Channel (On-Trade, Off-Trade), and Geography (Dhaka Division, Chittagong Division, Rest of Bangladesh). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

PRAN-RFL Group Ltd Globe Soft Drinks & AST Beverage Ltd (Royal Tiger) Akij Food & Beverage Ltd (Speed) Red Bull GmbH Osotspa Co Ltd (Shark) Deshbandhu Group (BIG BOSS) Zisan Food & Beverage Ltd PepsiCo Bangladesh (Sting) Coca-Cola Bangladesh Beverages Ltd (Power Play) Partex Beverage Ltd (RC) Square Food & Beverage Ltd SMC Enterprise Ltd ACI Limited Krating Daeng Monster Beverage Corp Danone Manifesto Ventures (Bangladesh import) Sapporo Beverage (import) Dabur (Glucose-D Energy) Vitamin Energy Inc. OTTO Energy Drink (Germany - import)

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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