Global Energy Drinks Market: Insights, Market Size, Share, Growth, Trends Analysis and Forecast to 2021

Description:

The global energy drinks market was worth USD 39760.8 million in 2013 and it is expected to reach USD 61707.5 million by 2021 at a CAGR of 5.8% over the forecast period. Raising health concerns and growing popularity of energy drinks are expected to boost the energy drinks market over the forecast period. Furthermore, significant growth in number of athlete and sports persons is likely to support the growth in this market in the near future. Energy drinks are being marketed as an important alternative to carbonated drinks therefore; there is a significant increase in the number of people switching from carbonated drinks to energy drinks over the last few years. Furthermore, energy drinks are gaining popularity among all the age groups due to the health benefits associated with them. One of the major restraints that is likely to limit the growth in this market is certain energy drinks including popular ones contain ingredients that are potentially harmful to children. Moreover, alcoholic energy drinks pose side effects on health hence are expected to experience sluggish growth over the forecast period. This in turn is likely to hamper the market size of energy drinks market in the world.

The report on global energy drinks market provides insights of drivers, restraints and opportunities, Porter's five forces analysis and value chain analysis of Energy Drinks market. Moreover, the study highlights current market trends and provides forecast from 2014 to 2021. The report also has highlighted future trends in the global energy drinks market that will impact the demand during the forecast period. Furthermore, the competitive landscape is provided for both global as well as regional markets. It helps analyze the current competitive situation as well as competitiveness over the past few years. The report also analyzes the distribution share in the regional markets such as North America, Europe, Asia Pacific, Latin America and Rest of the World.

The key investment market analysis provided in this report highlights key investing markets in the world. Moreover, the competitive analysis given in each regional market brings an insight on the market share of the leading players. Additionally, the analysis highlights rise and fall in the market shares of the key players in the market. This report will help manufacturers, suppliers and distributors to understand the present and future trends in this market and formulate their strategies accordingly.

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