North America Energy Drink Market Forecasted for 2015-2020

Description: The North America energy drink market is projected to grow at a CAGR of 4.1% during the forecasted period 2015-2020. North America is the highest consuming market for energy drinks with 36% of the market share. The major consumption of the energy drinks in North America is by the age group of 18-35 years which is rising the demand from the millenial population. Rising demand for convenience beverage and changing lifestyle is another driver for the North America market.

The major setback for the energy drink market in North America is associated with health hazards and threat from substitute products. Caffeine is the growing market amongst the ingredients which is also one of the main ingredients of the Energy drinks. Energy drinks are appealing to the health cognizant consumers and is forecasted to be the quickest growing market due to various functions such as bringing down the starch, calorie and sugar content.

The target market of the manufacturers is children and adolescents. The energy drink market is highly concentrated with top ten companies accounting for more than 60% of the market share. The leading players are focussed on introducing innovative flavors and condition specific production.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the North America Energy Drink Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the North America Energy Drink market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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