Global Energy Drinks Market Forecasted for 2015-2020

Description: Energy drinks are the soft drinks containing a high percentage of caffeine, sugar or another stimulant, which is consumed during or after the sport activities for overcoming fatigue. In 2014, the energy drinks market was $50 billion which is projected to grow at a CAGR of 3.5% during the forecasted period of 2015-2020.

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. Rising demand for convenience beverage and changing lifestyle in Asia-Pacific region like increasing income, rising sports activities and urbanization are the major reasons behind the growing consumption of energy drinks.

Consumers are now looking for variations in daily drinks which include hydration with performance & preventive measures taken for specific health conditions. Energy drinks with caffeine presence are high in demand as it helps the consumers to regain energy/metabolism and allows the consumers to push themselves over their regular limit. It also helps in increasing their stamina. The major ingredients used in energy drinks are Caffeine, Amino Acids, Vitamins and Sugar. These help in stimulating the central nervous system and regulate heartbeat.

The market segmentation of energy drinks are done based on the ingredients type, packaging patterns and sales channel for the distribution. There various ingredients which are available in energy drinks, among all vitamins and caffeine is the major market share holders. The packaging of the energy drinks plays a vital role in the market capturing. Major companies have been innovating various patterns based on customer interests. From past few years cans have been the major market share holder and is expected to increase in the forecast period. In regards to the availability to customer, sales and distribution channel play a critical role. The major ones are convenience stores, supermarkets and mass merchandisers. However convenience store is the major market shareholder with nearly 50% of the total market.

North America is the major consuming market for energy drinks due to more health concern and awareness. However Asia-Pacific is a growing market due to changing demographics and increasing disposable income. Europe is an emerging market poised to grow at a healthy rate due to growing consumer adoption rate as a result of increased marketing efforts by key players. The target market of the manufacturers is children and adolescents.

The energy drink market is saturated, making it hard for small and new companies to compete. No companies appear to pose a serious threat to Red Bull, or Monster and Rock star's market dominance. Red bull in 2013 contained 43% of the major market share followed by monster with 39%. The market is expected to grow in the forecast period where leading players have opportunities by introducing innovative flavours and condition specific production which are healthier options.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Global 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 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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