South-America Energy Drink Market Forecasted for 2015-2020

Description: The energy drink market for South-America is projected to grow at a CAGR of 3.1% in the forecasted period. 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.

Rising demand for convenience beverage and changing lifestyle in South America is the major driver for the growth of energy drink. There are certain allegations on potential health hazards and natural ingredients usage is more which clearly needs to be specified on the label of the packaging. Manufacturers need to have some innovations to address the health and safety concerns as this will help in reaching more consumers and attracting them on a larger scale.

Major Players in this market are Grupo Petropolis Ltda which is a local player and Redbull, Monster beverage corporation and Coco-cola are the international players.

This Report Offers:

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