
Description: In 2014, the global energy drinks market stood at USD 50 billion and is projected to grow at a CAGR of 3.5% during the forecasted period of 2015-2020.

Global Energy Drinks Market Dynamics

Rising demand for convenience beverages 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 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 and increase their stamina.

Global Energy Drinks Market Segmentation

Globally, energy drinks with caffeine hold the major market share. The packaging of energy drinks play a vital role in the market and from the past few years cans have been the major market share holder. With regard to the availability to customer, sales and distribution channels such as convenience stores (with 50% share), supermarkets and mass merchandisers play a critical role.

North America is the major consuming market for energy drinks due to health concerns and awareness. However, Asia-Pacific is a growing market due to the 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. Children and adolescents are the main target groups for manufacturers.

Key Players in the Global Energy Drinks Market

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%.

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