

Global Energy Drinks Market: Size, Trends & Forecasts (2017-2021)

April 2017



Global Energy Drinks Market Report

Scope of the Report

The report entitled “Global Energy Drinks Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of the global energy drinks market, with detailed analysis of market size and growth. The analysis includes the market by value, by share of players, by volume, by region, etc. The energy drink market analysis of North America, Europe, Middle East & Africa, Asia-Pacific is also provided in the report.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global energy drinks market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Redbull GmbH, PepsiCo, Rockstar Inc. and Monster Beverage Corporation are some of the key players operating in the global energy drinks market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

Country Coverage

North America

Europe

Middle East & Africa

Asia-Pacific

Company Coverage

Redbull GmbH

PepsiCo

Rockstar Inc.

Monster Beverage Corporation

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Executive Summary

Energy drink is a segment of the beverages, consumption of which makes people feel more energized and mentally fit to do the work in their stressful lifestyle. There are many types of drinks available, mainly segregated into alcoholic and non-alcoholic drinks. Alcoholic drinks include beer, spirits like vodka and tequila, wine, etc., which contains ethanol. Whereas Non-Alcoholic drinks involves milk, juices, sports drinks, energy drinks, coffee, etc. which does not contain ethanol.

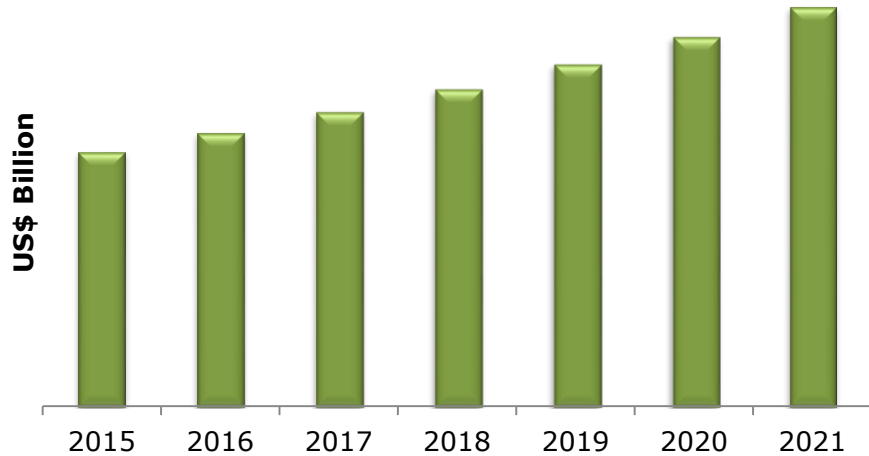
Generally, energy drinks are provided in energy shots, relaxation drinks and caffeinated alcoholic drinks. Also, Energy drinks are now becoming the new substitute for soft drinks in the bars where most of the youngsters visits consistently. Energy drinks composes of both advantages like energy boosting, and disadvantages like cardiovascular problems.

Though energy drinks are gaining popularity, still there are side effects associated with the consumption of the energy drinks. Some of the side effects are upset stomach, headaches, increased blood pressure, heart palpitations, anxiety and panic attacks etc.

Global energy drinks market is expected to increase with steady growth rates during the forecasted period (2017-2021). Global energy drinks market is supported by various growth drivers, such as, significant raise in athletic and sports persons, increase in disposable income, hectic lifestyle, etc. Still, the market faces certain challenges, such as, wide awake drunkenness, side effects, issues regarding caffeine, etc. Few trends of the market are demand for sugar free & organic energy drinks, low calorie energy drinks, integrating product through sports events, etc.

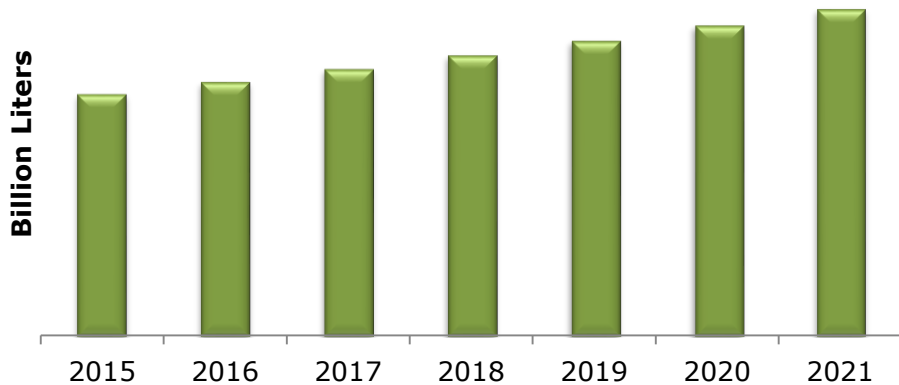
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**Global Energy Drinks Market by Value;
2015-2021 (US\$ Billion)**



The global energy drinks market reached to US\$... billion in 2016, as compared to US\$... billion in 2015. the market increased with a CAGR ...% of over the years 2017-2021. The global energy drinks market has increased due to the factor The global energy drinks market is expected to be valued at US\$... billion in 2017. The global energy drinks market is projected to reach US\$... billion by 2021 as compared to US\$... billion in 2017. The market of energy drinks globally was majorly found in the following countries.....

**Global Energy Drinks Market by Volume;
2015-2021 (Billion Liters)**

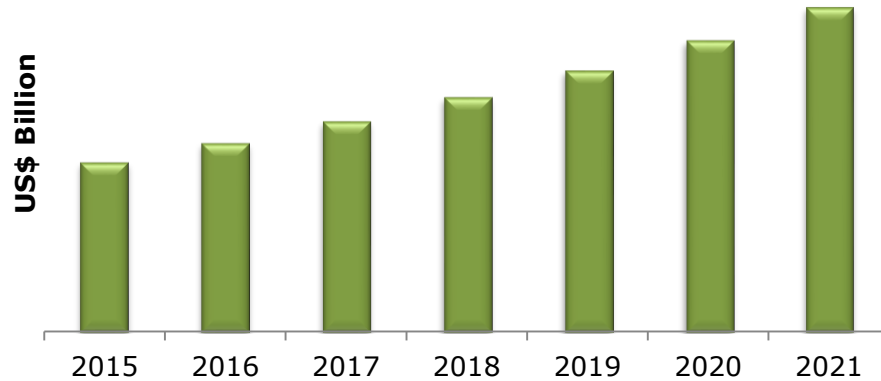


**Global Energy Drinks Market Value by
Region; 2016 (Percentage, %)**

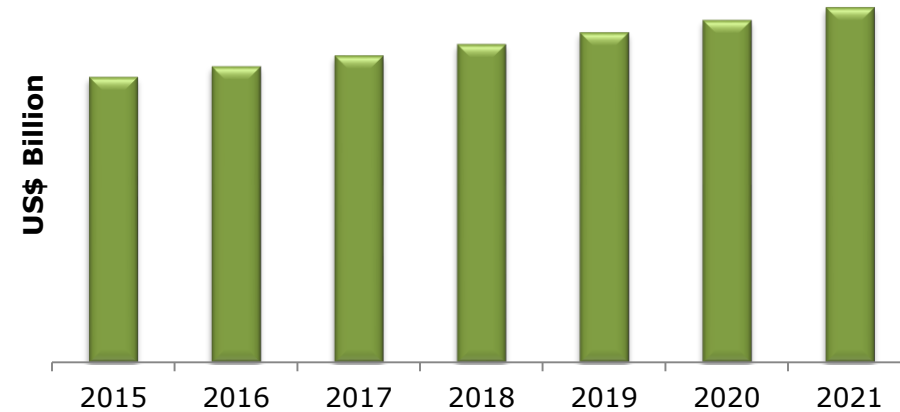


Global Energy Drinks Market :Regional Overview

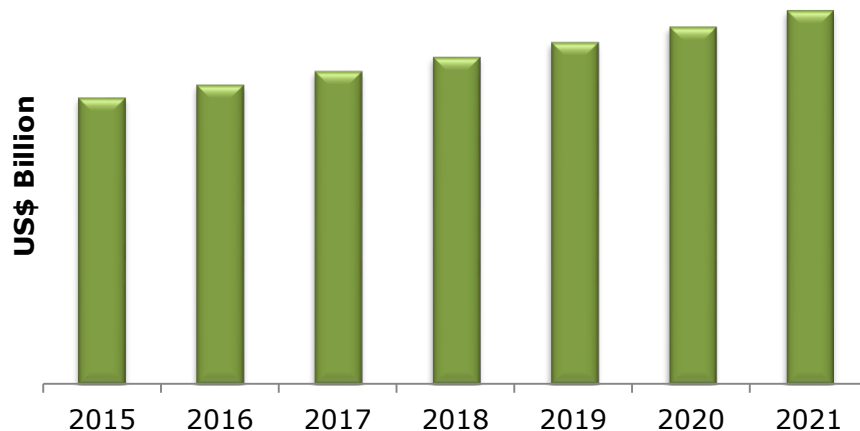
North America Energy Drinks Market by Value; 2015-2021 (US\$ Billion)



Europe Energy Drinks Market by Value; 2015-2021 (US\$ Billion)



Asia- Pacific Energy Drinks Market by Value; 2015-2021 (US\$ Billion)



North America energy drinks market was valued at US\$.. billion in 2016. The Asia-Pacific energy drinks Market is projected to reach US\$.. billion by 2021 as compared to US\$.. billion in 2017, representing a CAGR of ..% over the years 2017-2021. Europe energy drinks market was valued at US\$.. billion in 2017. Europe energy drinks market is projected to reach US\$.. billion by 2021 as compared to US\$.. billion in 2017, representing a CAGR of ..% over the years 2017-2021.