

Energy & Sports Drink Market 2017 Indian Trends, Share, Industry Size, Growth, Opportunities, and Forecast to 2021

Wiseguyreports.Com Adds "Energy & Sports Drink Market: Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2021" To Its Research Database

PUNE, INDIA, May 18, 2017 /EINPresswire.com/ -- [India Energy & Sports Drink Industry](#)

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The beverage market in India is mainly bifurcated into alcoholic and non-alcoholic beverage. The further segmentation of non-alcoholic beverage in India comes out to be of carbonated and non-carbonated beverage. The main segments that are observed in the non-carbonated non-alcoholic segments comprises of juices, bottled water, energy drinks, ready to drink tea and coffee, flavored milk, malted drinks and other drinks that are available. The carbonated drinks are segmented into cola flavored drinks, lime-lemon flavored drinks, orange flavored drinks and others. This report covers a detailed insight of the energy and sports drink market in the global as well as Indian scenario. It includes leading companies that are involved in the manufacturing and marketing of the energy and sports drinks in India. The different brands and companies involved in the organized energy and sports drinks market are thoroughly analyzed in the report. Moreover, the report also gives an idea on the pricing analysis of each of the product available in the energy & sports drink market.

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According to "India Energy & Sports Drink Market Overview", the Indian energy and sports drink market is still at a very nascent stage when compared to the global front. Globally, the market has seen a drastic growth in the recent years. Extensive and irregular working hours and the increasing occurrence of social gatherings have been one of the major reasons for the adoption of consumers towards the consumption of energy drinks. People normally take energy and sports drinks after having intense workouts in the gyms. Sports drinks aim to serve as water or an energy provider during or after demanding physical exercise. They usually contain a mix of water and carbohydrates and are fortified with electrolytes. Many companies are present in the Indian market as people are shifting more towards the healthy side of drinks. Red Bull, Monster

Beverages, Coca Cola India, PepsiCo, AMUL India, Goldwin Health Care, Hector Beverages etc. are some of the major companies operating in the Indian market.

Red Bull dominates the Indian energy drinks market with more than half of the market in its pocket. Whereas, in the sports drink segment PepsiCo India dominates with its brand Gatorade which is the most used product in India. In the coming years, more brands are expected to make their presence into the Indian market. Manufacturers are also coming with many organic and healthy substitutes to the traditional energy and sports drinks. Raising health concerns and growing popularity of energy drinks in the country are expected to boost the market over the forecast period. Furthermore, significant growth in number of athlete and sports persons is likely to support the growth in the near future.

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Some Major Points from Table of content:'

Executive Summary

2. Global & India Beverage Market Outlook

3. Global Energy & Sports Drink Market Outlook

3.1. Market Size By Value

3.2. Market Share

3.2.1. By Company

3.2.2. By Region

4. India Energy & Sports Drink Market Outlook

4.1. Market Size By Value

4.2. Market Share

4.2.1. By Company

4.2.2. By Brand

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Some Major Points from List of Figure:

Figure-1: India Beverage Industry Structure 2015

Figure-2: Global Energy & Sports Drink Market Size - By Value 2009 – 2015 (USD Billion)

Figure-3: Global Energy & Sports Drink Market Size Forecast - By Value 2016F – 2021F (USD Billion)

Figure-4: Global Energy & Sports Drink Market Share - By Company 2015 & 2021F

Figure-5: Global Energy & Sports Drink Market Share - By Region 2015 & 2021F

Figure-6: India Energy & Sports Drink Market Size - By Value 2009 – 2015 (INR Crore)

Figure-7: India Energy & Sports Drink Market Size Forecast - By Value 2016F – 2021F (INR Crore)

Figure-8: India Energy & Sports Drink Market Share - By Company 2015
Figure-9: India Energy & Sports Drink Market Share - By Company 2021F
Figure-10: India Energy & Sports Drink Market Share - By Brand 2015
Figure-11: India Energy & Sports Drink Market Share - By Brand 2021F
Figure-12: India Energy & Sports Drink Market Share - By Sales Channel 2015 & 2021F
Figure-13: India Energy & Sports Drink Market Share - By Gender 2015 & 2021F
Figure-14: India Energy & Sports Drink Market Share - By Functionality 2015 & 2021F
Figure-15: India Energy Drink Market Size - By Value 2009 – 2015 (INR Crore)
Figure-16: India Energy Drink Market Size Forecast - By Value 2016F – 2021F (INR Crore)

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