

Alcoholic Energy Drinks Market Is Projected To Grow CAGR Of 8% during Forecast Period 2022-2031

The alcoholic energy drinks market growth can hold back owing to an increase in health-associated threats since alcoholic energy drinks.

PORTLAND, OR, US, October 27, 2022 /EINPresswire.com/ -- "Alcoholic Energy Drinks Market Opportunities and Forecast, 2021 - 2031"

Alcoholic energy drinks market is expected to reach \$48.9 Billion in 2031. Growing at a CAGR of 8% (2022-2031). In the long term,

as the situation begins to stabilize, the consumers are focusing on appropriate solutions for alcoholic energy drink. Alcoholic energy drink firms are rethinking their strategy, rationalizing their product lines, and evaluating the robustness of their supply chains and route-to-market networks. E-commerce and distribution networks should be simplified and optimized as the consumers have shifted towards online shopping during the ongoing pandemic. Manufacturing companies will be looking to set up their business into an Omni-channel to cater to the market demand and increase their sales. . As after COVID population becomes aware about the importance of health and immunity so they are shifting their preference toward healthy non-alcoholic drinks along with this due to the pandemic there is a shift toward organic products which may hinder the market.

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Alcoholic Energy Drinks Market Opportunities and Forecast, 2021 - 2031



On the basis of the distribution channel, the market is segmented into supermarkets and hypermarkets, convenience stores, online retail and others. The other segment dominated the market owing to its easy accessibility and they are strategically located and open for an extended amount of time, making them a preferable alternative for obtaining essential items at any point of the day. The online retail segment is expected to grow at the highest CAGR owing to the rising penetration of smartphone users and the increasing number of internet users along with this,

there is a rise in the number of online sales channel like Amazon, Flipkart and others owing to which the e-commerce platform is expected to boom as a sales channel.

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Players operating in the global alcoholic energy drinks market have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include-

Amway

Arizona Beverages USA

LT Group

Monster

National Beverages Corp.

Pepsi Co.

Phusion Projects

Steelbrew

Suntory

United Brands Beverages Innovation

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According to the alcoholic energy drinks market analysis, the alcoholic energy drinks market is categorized on the basis of packaging, end-user, distribution channel, and region. Depending on the packaging, it is classified into cans and bottles. As per the end-users, it is classified into kids, adults and teens. According to the distribution channel, it is divided into hypermarkets/supermarkets, convenience stores, online retail, and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, and rest of LAMEA).

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Region-wise, North America dominated the global market in 2021 accounting for approx. 35% of the global alcoholic energy drinks market share and is expected to be dominant during the forecast period. The future of the alcoholic energy drinks market in North America is promising, as their demand is expected to continue to grow. The dominance in the market is largely due to the existence of a huge population and the high disposable income of the region. The region is dominating due to its high working population whereas Asia-Pacific is expected to grow at the highest CAGR of 8.7% owing to its huge population coupled with the rise in the disposable income of the region will help in the growth of the segment. China is the global leader in alcoholic energy drink production and its consumption in the region. Developing nations such as India are presenting substantial development opportunities due to the increase in consumption of alcoholic energy drinks across the region.

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David Correa

Allied Analytics LLP

+ +1 503-894-6022

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