

# Energy Drinks Market to Reach US\$86.5 billion by 2027 : IndustryARC

*Energy drinks are a type of non-alcoholic beverage which contains compounds such as caffeine and sucralose to provide mental and physical stimulation.*

HYDERABAD, TELANGANA, INDIA, February 8, 2023 /EINPresswire.com/ -- IndustryARC, in its latest report, predicts that [Energy Drinks Market Size](#)

is estimated to reach \$86.5 billion by 2027 and it is poised to grow at a CAGR of 9.5% over the forecast period of 2022-2027. Energy drinks are a type of non-alcoholic beverage which contains

compounds such as caffeine and sucralose to provide mental and physical stimulation. A healthy non-alcoholic beverage is often denoted as an energy drink without sucralose or the upcoming plant-based energy ingredient-based drink. Due to the growing fitness regimens in various societies across different age groups have curated a strong demand for such drinks in the market. Major brands such as Red Bull and Monster Energy have curated drinks based on rudimentary styles, which continue to hold a sizable market share across regions. A spree of product launches critiquing environmental and societal backgrounds has allowed brands to grow reputation and sales and would continue to propel the Energy Drinks Industry in the forecast period of 2022-2027.

Click here to browse the complete report summary:

<https://www.industryarc.com/Report/16694/energy-drinks-market.html>

Key takeaways:

This IndustryARC report on the Energy Drinks Market highlights the following areas -

1. Geographically, North America held an advanced share in 2021. It is owing to product strategy alignment by brands and manufacturers to elongate product offerings to satiate the health-conscious consumers. However, Asia-Pacific is expected to offer lucrative opportunities in the



forecast period owing to the realignment of strategies and rising disposable income.

2. Rising demand for natural energy drinks with caffeine sourced from sustainable sources along with a shift to healthy non-alcoholic beverages has been a key market driver. However, health concerns related to the consumption of energy drinks hinder the market growth.

3. A detailed analysis of the strengths, weaknesses, opportunities and threats would be provided in the Energy Drinks Market Report.

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<https://www.industryarc.com/pdfdownload.php?id=16694>

Segmental Analysis:

Energy Drinks Market Segment Analysis - by Type : Energy Drinks Market based on type can be further segmented into Caffeinated and Decaffeinated beverages. Caffeinated Beverages held a dominant market share in 2021.

Energy Drinks Market Segment Analysis - by Distribution Channel : Energy Drinks Market based on distribution channels can be further segmented into B2B and B2C Channels. B2C held a dominant market share in 2021 and is estimated to be the fastest-growing segment with a CAGR of 10.9% over the forecast period of 2022-2027.

Energy Drinks Market Segment Analysis - by Geography : Energy Drinks Market based on Geography can be further segmented into North America, Europe, Asia-Pacific, South America and the Rest of the World.

Competitive Landscape:

The top 5 players in the Energy Drinks Industry are -

1. Monster Beverage Corp
2. Gatorade Company
3. Nestle S.A.
4. PepsiCo Inc.
5. Coca-Cola

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<https://www.industryarc.com/reports/request-quote?id=16694>

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