

Energy Drink Market projected to surpass US\$115.854 billion by 2030 at a CAGR of 6.75%

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According to a new study published by Knowledge Sourcing Intelligence, the [energy drink market](#) is projected to grow at a CAGR of 6.75% between 2025 and 2030 to reach US\$115.854 billion by 2030.

The energy drink market has been on a steady rise in recent years, and it shows no signs of slowing down. With the increasing demand for a quick boost of energy and improved performance, the market has seen a surge in sales and new product launches. As a result, the competition in this industry has become fiercer than ever before.



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This growth can be attributed to the rising health consciousness among consumers, as well as the growing trend of fitness and [sports](#) activities. The report also highlights the increasing popularity of energy drinks among the younger generation, who are constantly seeking ways to enhance their productivity and performance.

One of the key factors driving the growth of the energy

drink market is the continuous innovation and introduction of new products by major players. Companies are constantly investing in research and development to come up with unique and effective formulations that cater to the diverse needs of consumers. This has resulted in a wide



ENERGY DRINK MARKET
FORECASTS FROM 2025 TO 2030

✉ info@knowledge-sourcing.com
🌐 www.knowledge-sourcing.com
☎ +1-850-250-1698

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range of energy drinks available in the market, including sugar-free, organic, and natural options.

However, with the growing concerns over the health risks associated with excessive consumption of energy drinks, the market is also facing challenges. To address these concerns, companies are now focusing on developing healthier alternatives with natural [ingredients](#) and reduced sugar content. This shift towards healthier options is expected to further drive the growth of the energy drink market in the coming years.

As the demand for energy drinks continues to rise, the competition in the market is expected to intensify. With new players entering the market and existing ones constantly innovating, consumers can expect to see a wider variety of energy drinks to choose from. This trend is not only beneficial for the market but also for consumers who are looking for a quick and effective way to boost their energy and performance.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/global-energy-drink-market>

As a part of the report, the major players operating in the energy drink market that have been covered are Monster Energy, Red Bull, Bang Energy, Accelerator Active Energy, The Coca-Cola Company, Pepsico, Inc, Lucozade, Arizona Beverage Co., among others.

The market analytics report segments the energy drink market as follows:

- By Product Type
 - o Carbonated
 - o Non-Carbonated
- By Alcohol Content
 - o Alcoholic
 - o Non-Alcoholic
- By Packaging Type
 - o Can
 - o Bottle
- By Distribution Channel
 - o Online
 - o Offline

- By Geography
 - North America
 - o USA
 - o Canada
 - o Mexico
 - South America
 - o Brazil
 - o Argentina
 - o Others
 - Europe
 - o UK
 - o Germany
 - o France
 - o Spain
 - o Others
 - Middle East and Africa
 - o Saudi Arabia
 - o UAE
 - o Israel
 - o Others
 - Asia Pacific
 - o Japan
 - o China
 - o India
 - o South Korea
 - o Indonesia
 - o Taiwan
 - o Australia
 - o Vietnam
 - o Others

Companies Profiled:

- Monster Energy
- Red Bull
- Bang Energy
- Accelerator Active Energy
- The Coca-Cola Company
- Pepsico, Inc
- Lucozade
- Arizona Beverage Co.
- Zevia
- Hell Energy
- Prime Hydration LLC
- Rita Food and Drinks Co., Ltd.
- GURU Beverage
- KABISA
- Kingsley Beverage LTD.

Reasons for Buying this Report:-

- **Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, other sub-segments.
- **Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.
- **Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.
- **Actionable Recommendations:** Utilize the insights to exercise strategic decision to uncover new business streams and revenues in a dynamic environment.
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Report Coverage:

- Historical data from 2022 to 2024 & forecast data from 2025 to 2030
- Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, Customer Behaviour, and Trend Analysis
- Competitive Positioning, Strategies, and Market Share Analysis

- Revenue Growth and Forecast Assessment of segments and regions including countries
- Company Profiling (Strategies, Products, Financial Information, and Key Developments among others)

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Knowledge Sourcing Intelligence (KSI) is a market research and intelligence provider that uses a combination of quantitative and qualitative research techniques to deliver comprehensive, in-depth insights to clients. Our approach to market research is centered around the concept of 'Knowledge Sourcing' - the process of gathering data and insights from multiple sources to create a comprehensive and well-rounded picture of the market. KSI's core services include market intelligence, competitive intelligence, customer intelligence, and product intelligence. KSI's approach to market research is designed to help clients make informed decisions, identify opportunities, and gain a better understanding of their target markets. By using a combination of primary and secondary research techniques, we provide clients with detailed insights into current market trends, customer profiles, competitor analysis, and product performance. KSI's market research and intelligence services enable clients to make informed decisions, develop strategic plans, and identify areas of opportunity.

Harsh Sharma

Knowledge Sourcing Intelligence LLP

+1 850-250-1698

info@knowledge-sourcing.com

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