

Energy Drinks Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2021

*Energy Drinks Market to Grow at a 3.5% CAGR
Forecast to 2020*

PUNE, INDIA, March 20, 2017 /

EINPresswire.com/ -- [Energy drinks](#) are the soft drinks containing a high percentage of caffeine, sugar or another stimulant, which is consumed during or after the sport activities for overcoming fatigue. In 2014, the energy drinks market was \$50 billion which is projected to grow at a CAGR of 3.5% during the forecasted period of 2015-2020. Consumers are now looking for variations in daily drinks which include hydration with performance & preventive measures taken for specific health conditions. Energy drinks with caffeine presence are high in demand as it helps the consumers to regain energy /metabolism and allows the consumers to push themselves over their regular limit. It also helps in increasing their stamina.



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The major ingredients used in energy drinks are Caffeine, Amino Acids, Vitamins and Sugar. These help in stimulating the central nervous system and regulate heartbeat. North America is the major consuming market for energy drinks due to more health concern and awareness. However Asia-Pacific is a growing market due to changing demographics and increasing disposable income. Europe is an emerging market poised to grow at a healthy rate due to growing consumer adoption rate as a result of increased marketing efforts by key players. The target market of the manufacturers is children and adolescents.
Key Deliverable of the study:

- Market analysis for the Global Energy Drinks Market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with overview of drivers, restraints and opportunities.
- Extensively researched competitive landscape section along with list of key companies and their market shares.
- Identification and analysis of the macro and micro factors that affect the Global Energy Drinks Market on both global and regional scales

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