

# Energy Drinks Market in India 2017

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"With the growing need for health and vigour, need for non-alcoholic beverages, and growing youth population, energy drinks have become one of the fastest-growing markets in India. According to the Netscribes report, Energy Drinks Market in India 2017, the energy drinks market is expected to grow at a CAGR of 22% to reach INR 29 billion by 2020. The report further states that the market for energy drinks in India will witness strong growth in the next five years.

With several players entering the energy drinks market, the competition is fierce. Companies are taking various steps to differentiate their products from their competitors and to penetrate the existing market.

## Key growth factors

Increased purchasing power, coupled with clever marketing is steering the demand for energy drinks in India. Moreover, awareness about health benefits of energy drinks compared to other beverages such as carbonated drinks is resulting in a greater uptake of these products. This category is popular particularly among the urban youth looking for alternatives to alcoholic beverages or need to stay awake longer.

## Threats and key players

The focus of energy drink manufacturers has predominantly been only on urban regions, which has limited the growth opportunities for the sector. Brands need to work towards tapping the potential of suburban and tier 2 and 3 cities for profitable growth.

There have been concerns surrounding the safety of energy drinks consumption. In 2015, the Food Safety and Standards Authority of India (FSSAI) imposed a ban on a few variants of US-based Monster Beverage Corp., Cloud 9 by Goldwin Healthcare Pvt. Ltd, Tzinga by Hector Beverages Pvt. Ltd, and ordered the recall of Restless Energy Drink by Pushpam Foods and Beverages Pvt. Ltd for compliance issues. The FSSAI also notified that, starting July 1, 2017, non-alcoholic beverages with more than 145 mg of caffeine per litre will have to be labelled as 'caffeinated beverage' and caffeine content in these beverages should not cross 300mg per litre.

Energy drinks in India are priced higher than soft drinks and aerated beverages. The higher price point can prevent the market from gaining a wider base.

Several new players have forayed into this market, however, the major share of the market is held by Red Bull, followed by a slew of others such as Coca Cola, PepsiCo, Hector Beverages and Bisleri.

## What's covered in the report?

Overview of the energy drinks market in India and forecasted market size data in terms of value over 2014 to

2020

Trade analysis of energy drinks in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Key recent developments associated with the energy drinks market in India

Why Buy?

Get a broad understanding of the energy drinks market in India, the dynamics of the market and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving the growth of the market

Be informed regarding the key developments in the market of energy drinks in India

Understand major competitors' business and market dynamics, and respond accordingly"

## Contents

"Slide 1: Executive Summary

Socioeconomic Indicators

Slide 2: Total Population (2010-2011 -2019-2020), Population Density (2010-2011 -2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 -2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

Market Overview

Slide 8: Market Definition and Structure

Slide 9: Energy Drinks Market in India -Market Overview, Size and Growth (Value-Wise; 2014 -2020e)

Trade Analysis

Slide 10: Export of Energy Drinks -Size (Value-Wise; FY 2013 -FY 2017 and Volume-Wise; FY 2013 -FY 2017)

Slide 11: Export of Energy Drinks -Country-Wise Segmentation (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)

Slide 12: Import of Energy Drinks -Size (Value-Wise; FY 2013 -FY 2017 and Volume-Wise; FY 2013 -FY 2017)

Slide 13: Import of Energy Drinks -Country-Wise Segmentation (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)

Market Opportunity

Slide 14: Key Opportunities in the Market

Market Opportunity

Slide 15: Market Drivers

## Slide 16: Market Challenges

### Competitive Landscape

Slide 17: List of Major Players

Slide 18-27: Profiles of Major Players

### Recent Developments

Slide 28-29: Key Recent Developments

### Appendix

Slide 30: Research Methodology

## LIST OF FIGURES/ CHARTS

### Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 -2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 -2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)
12. GDP at Market Prices (2010-2014)
13. FDI (2010-2014)
14. Inflation Rate (2010-2014)
15. Unemployment Rate (2010-2014)
16. Access to safe drinking water (2001, 2011)
17. Exchange Rate (2010-2015)

### Market Overview

1. Energy Drinks Market in India -Market Size & Growth (Value-Wise; 2014 -2020e)

### Trade Analysis

1. Export of Energy Drinks (Value-Wise; FY 2013 -FY 2017)
2. Export of Energy Drinks (Volume-Wise; FY 2013 -FY 2017)
3. Country-Wise Exports of Energy Drinks (Value-Wise: FY 2015)
4. Country-Wise Exports of Energy Drinks (Value-Wise: FY 2016)
5. Country-Wise Exports of Energy Drinks (Volume-Wise: FY 2015)
6. Country-Wise Exports of Energy Drinks (Volume-Wise: FY 2016)
7. Import of Energy Drinks (Value-Wise; FY 2013 -FY 2017)
8. Import of Energy Drinks (Volume-Wise; FY 2013 -FY 2017)
9. Country-Wise Imports of Energy Drinks (Value-Wise: FY 2015)
10. Country-Wise Imports of Energy Drinks (Value-Wise: FY 2016)
11. Country-Wise Imports of Energy Drinks (Volume-Wise: FY 2015)
12. Country-Wise Imports of Energy Drinks (Volume-Wise: FY 2016)

## LIST OF TABLES

### Competitive Landscape

1. List of Major Players

## COMPANIES COVERED

### Public Companies

1. Bisleri International Pvt. Ltd.
2. Goldwin Healthcare Pvt. Ltd.
3. Hector Beverages Pvt. Ltd.
4. J. K. Ansell Ltd.
5. Parle Agro Pvt. Ltd.
6. Coca Cola Pvt. Ltd.
7. Monster Beverage Corporation
8. PepsiCo India Holdings Pvt. Ltd.
9. Red Bull India Pvt. Ltd.
10. Universal Group FZ LLC

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**NIIR PROJECT CONSULTANCY SERVICES** , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** [npcs.india@gmail.com](mailto:npcs.india@gmail.com) **Website:** [NIIR.org](http://NIIR.org)

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