

Energy Drinks in India

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

PepsiCo and Coca-Cola leverage economies of scale and mass marketing
Mass marketing and robust distribution catapult Sting to leading position
Category remains underpenetrated due to caffeine concerns, formulation and price

PROSPECTS AND OPPORTUNITIES

Economic alternative of Sting also opens up category to new consumer groups
Affordable options will continue to dominate consumption over forecast period

CATEGORY DATA

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