Energy Drinks Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Functional Foods & Health Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/energy-drinks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 82.58 billion
Projected Forecast (2031)	USD 82.58 billion
Growth Rate (CAGR)	5.84 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Energy Drinks industry](images/chart_2.png)

![Energy Drinks Market (2025 - 2030)](images/chart_3.png)

![Energy Drinks Market: Market Share by Soft Drink Type, 2025](images/chart_4.png)

![Energy Drinks Market: Market Share by Functionality, 2025](images/chart_5.png)

![Energy Drinks Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Energy Drinks Market](images/chart_7.png)

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![Mordor Intelligence on Facebook](images/chart_13.svg)

![Mordor Intelligence on Pinterest](images/chart_15.svg)

![Mordor Intelligence on Instagram](images/chart_16.svg)

![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2019 - 2031
|

Market Size (2026)
|

USD 82.58 Billion
|

Market Size (2031)
|

USD 109.69 Billion
|

Growth Rate (2026 - 2031)
|

5.84 %
|

Fastest Growing Market
|

Traditional Energy Drinks
|

Largest Market
|

Europe
|

Market Concentration
|

High
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Energy Drinks Market Analysis by Mordor Intelligence

The energy drinks market size in 2026 is estimated at USD 82.58 billion, growing from 2025 value of USD 78.02 billion with 2031 projections showing USD 109.69 billion, growing at 5.84% CAGR over 2026-2031. As the market shifts from mere stimulation to a focus on functional wellness, clean-label claims and targeted health benefits are becoming central to formulation priorities. Consumers are increasingly favoring natural and organic variants, especially those fortified with plant-based caffeine sources like yerba mate and guayusa, striking a balance between efficacy and ingredient transparency. This trend towards premiumization is further bolstered by packaging innovations, notably the use of glass bottles, which not only reinforce sustainability narratives but also command a 30–40% price premium. While the Asia-Pacific region continues to dominate in volume, the Middle East and Africa are emerging as the fastest-growing markets. This growth is largely attributed to the Gulf Cooperation Council governments easing caffeine regulations, albeit with controls for youth access. Meanwhile, competitive intensity is on the rise, with over 200 regional challengers leveraging localized flavors and certifications to chip away at the margins of established players.

Key Report Takeaways

* By type, traditional formulations held 43.58% of the 2025 energy drinks market share and natural or organic variants are expanding at 7.12% CAGR through 2031.
* By packaging, metal cans accounted for 54.63% of 2025 volume while glass bottles are forecast to grow at 5.97% CAGR between 2026 and 2031.
* By functionality, endurance and energy-boost claims represented 55.60% of 2025 volume and muscle recovery products are projected to register an 7.72% CAGR to 2031.
* By distribution channel, retail delivered 77.42% of 2025 sales, whereas HoReCa is set to advance at 6.33% CAGR over the forecast horizon.
* By geography, Asia-Pacific generated 52.62% of 2025 demand and Middle East and Africa is on track for a 6.21% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Energy Drinks Market*

Driver
|

(~) % Impact on CAGR Forecast |

Geographic Relevance
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Impact Timeline
|

Busy lifestyles and on-the-go consumption

|

+1.2%

|

Global, strongest in Asia-Pacific urban centers and North American commuter markets

|

Medium term (2-4 years)

|

Expansion of convenience and e-commerce

|

+1.0%

|

North America, Europe, Asia-Pacific tier-1 cities,
emerging in Middle East

|

Short term (≤ 2 years)

|

Functional beverage positioning

|

+1.3%

|

Global, led by North America and Western Europe,
accelerating in Asia-Pacific

|

Long term (≥ 4 years)

|

Esports-focused formulations

|

+0.8%

|

North America, Europe, South Korea, China, with spillover
to Southeast Asia

|

Medium term (2-4 years)

|

Clean-label natural caffeine

|

+0.9%

|

North America, Western Europe, Australia, premium Latin America segments

|

Long term (≥ 4 years)

|

Product innovation in flavors and formats

|

+1.1%

|

Global, fastest adoption in North America and Asia-Pacific

|

Short term (≤ 2 years)

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Source: Mordor Intelligence

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Competitive Landscape

Competitive Landscape

The energy drinks market is witnessing a moderately consolidated competitive landscape. In 2024, the top five players accounted for roughly 60% of the market volume. Red Bull stands out with its premium positioning, while Monster capitalizes on a diverse flavor portfolio. Meanwhile, PepsiCo, Coca-Cola, and Keurig Dr Pepper leverage their extensive beverage networks to secure prime shelf space. Midsize challengers are turning to influencer marketing and direct-to-consumer channels, resulting in customer lifetime values that are three times higher than their store-focused counterparts. Technology plays a pivotal role: Celsius's QR-code packaging connects cans to workout-tracking apps, boosting repeat purchase rates by 18%.

Acquisitions continue to be a key strategy. In October 2024, Keurig Dr Pepper shelled out USD 990 million for Ghost Energy, gaining valuable intellectual property in the realms of gaming and fitness branding. In 2024, Monster Beverage secured seven patents for a microencapsulation technique, aiming to extend the effects of caffeine. While compliance costs, especially for toxicology testing and age-gating, pose challenges, they also create barriers that protect established players. This dynamic has led to strategic alliances among emerging brands.

Regional players are carving out niches by offering Halal or Kosher certifications and localized flavors like tamarind, lychee, or date. These tailored offerings find a receptive audience in the Middle East, Africa, and Southeast Asia, where cultural preferences are diverse. Concerns over aluminum-can supply have prompted vertical integration moves; both Celsius and Monster are bolstering their supply security by investing in co-packing and can-making capacities, eyeing stability through 2027.

Energy Drinks Industry Leaders

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Monster Beverage Corporation

*

PepsiCo, Inc.

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Red Bull GmbH

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Suntory Holdings Limited

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T.C. Pharmaceutical Industries Company Limited

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Energy Drinks Market Report Scope

Energy Shots, Natural/Organic Energy Drinks, Sugar-free or Low-calories Energy Drinks, Traditional Energy Drinks are covered as segments by Soft Drink Type. Glass Bottles, Metal Can, PET Bottles are covered as segments by Packaging Type. Off-trade, On-trade are covered as segments by Distribution Channel. Africa, Asia-Pacific, Europe, Middle East, North America, South America are covered as segments by Region.

By Type

Traditional Energy Drinks
|

Sugar-free or Low-calories Energy Drinks
|

Natural/Organic Energy Drinks
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Energy Shots

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Other Energy Drinks
|

Segmentation Accordion Item

By Geography

North America
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United States
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Canada
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Mexico
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Rest of North America
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Europe
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Germany
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United Kingdom
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France
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Italy
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Spain
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Russia
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Netherlands
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Poland
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Belgium
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Sweden
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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South Korea
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Australia
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Indonesia
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Thailand
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Singapore
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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Colombia
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Chile
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Peru
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Rest of South America
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Middle East and Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt
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Morocco
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Turkey
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South Africa
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Rest of Middle East and Africa
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Frequently Asked Questions

How large is the energy drinks market in 2026?

The energy drinks market size stands at USD 82.58 billion in 2026 and is set to expand to USD 109.69 billion by 2031.

Which region consumes the most energy drinks?

Asia-Pacific leads, accounting for 52.62% of 2025 global demand, driven by urbanization and higher disposable income.

What packaging format is growing fastest?

Glass bottles post the fastest growth at a 5.97% CAGR because sustainability perceptions allow premium pricing.

Which functionality segment shows the strongest outlook?

Muscle-recovery energy drinks, fortified with protein and electrolytes, are projected to grow at 7.72% CAGR through 2031.