

# Global Functional Drinks Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

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# Global Functional Drinks Market: Coverage

Executive Summary and Scope

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Global Market Analysis

Regional Market Analysis

COVID-19

Dynamics

Competitive Landscape

Company Profiles

# Global Functional Drinks Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Functional Drinks Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)
Coverage	Global and Regional
Regional Coverage	North America, Europe, Asia Pacific and Middle East and Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2020-2024
Competition in the Market	Fragmented
Key Players	Nestle S.A., The Coca Cola Company, Monster Beverage Corporation and PepsiCo, Inc.

# Global Functional Drinks Market

## Executive Summary

Functional drinks are non-alcoholic beverages with certain health benefits which keep the body hydrated and supply overall body nutrients. These drinks are ready to drink beverages and comprise of some common ingredients such as herbs, vitamins, minerals, amino acids, additional raw fruits or vegetables, etc.

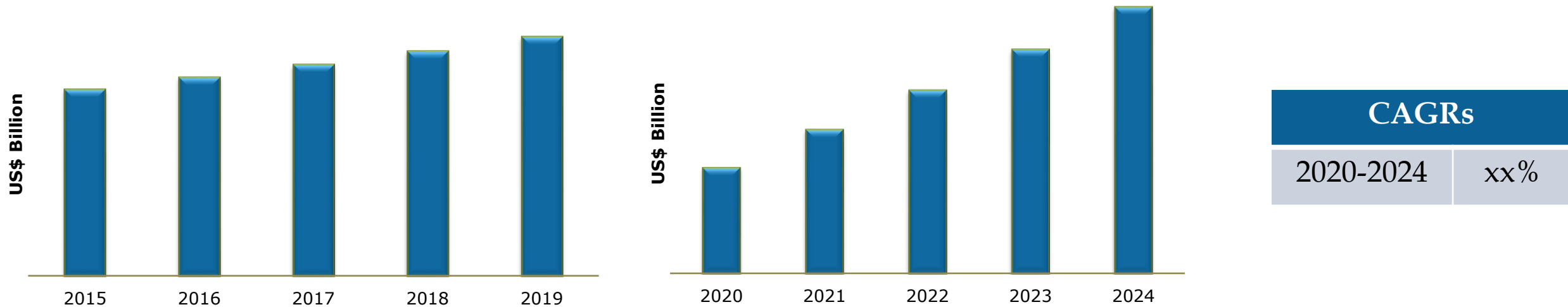
In addition, functional drinks provide several health related benefits like manages cholesterol level, form healthy immune system, advances the health of the bone, heart, and other benefits connected with eye and vision. Some popular functional beverages include energy drinks, probiotic drinks, herbal and fruit teas, fruit & vegetable juices, fortified water, yogurt & dairy drinks, non-dairy beverages, etc. Functional drinks are developed from broccoli, soy beans, carrots, tomatoes, berries, etc. These ingredients offer nutrients like botanicals, superfruit extracts, nutraceuticals, and pre/probiotics.

The global functional drinks market has progressed promptly over the years and the market is further anticipated to escalate during the forecasted years 2020 to 2024. The market would augment owing to numerous growth drivers such as escalating disposable income, rising youth population, increasing urban population, swelling functional food demand, bulging employed population, surging health awareness, etc.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are changes in consumers' preferences and criticism of energy drink products. Moreover, the market growth would succeed by various market trends like augmenting demand for vegan beverages, escalating e-commerce retail sales, rising number of sports events, etc.

# Global Functional Drinks Market: An Analysis

## Global Functional Drinks Market by Value



The global functional drinks market was valued US\$... billion in 2019 incline from US\$... billion in 2018. Furthermore, the market is anticipated to rise up to US\$... billion by 2024, as compared to US\$... billion in 2020. The market is expected to propel at a CAGR of xx% over the years 2020 to 2024.

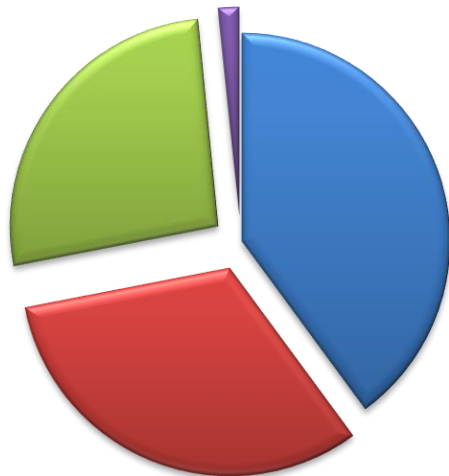
# Functional Drinks Market: Global Analysis

## Global Functional Drinks Market by Type



Type	Share
Energy Drinks	xx%
Sports Drinks	xx%
Functional Juices	xx%
Other	xx%

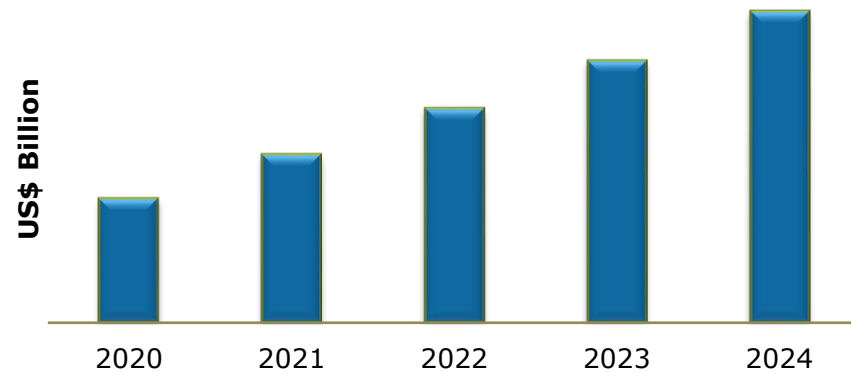
## Global Functional Drinks Market by Region



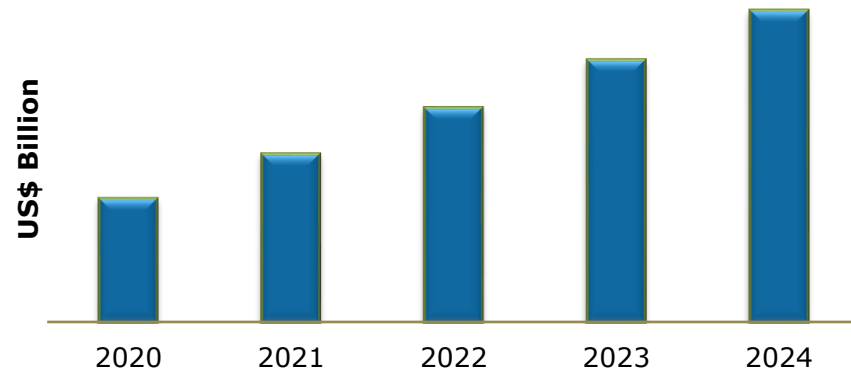
Region	Share
Asia Pacific	xx%
North America	xx%
Europe	xx%
Middle East & Africa	xx%

# Functional Drinks Market: Type Analysis

## Global Energy Drinks Market by Value



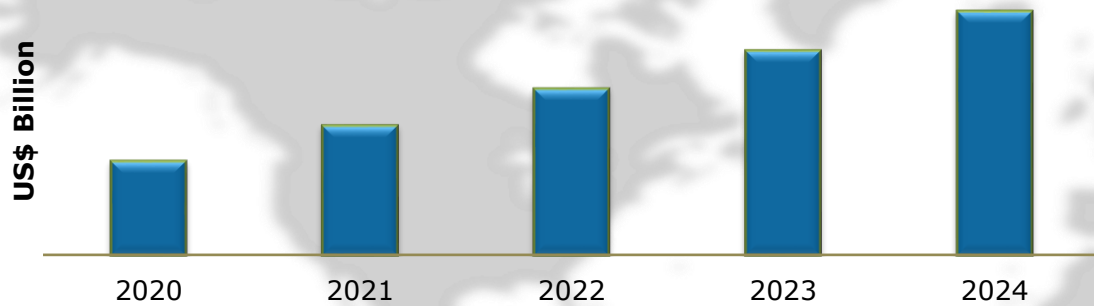
## Global Sports Drinks Market by Value



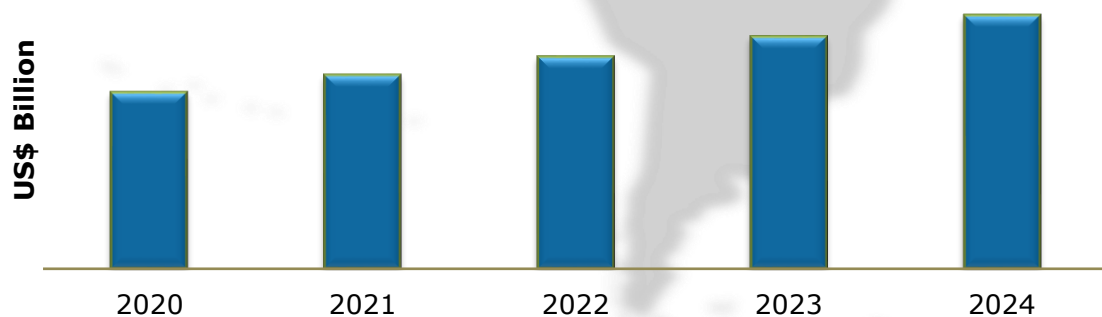
Type	Share
Energy Drinks	xx%
Sports Drinks	xx%
Functional Juices	xx%
Other	xx%

# Functional Drinks Market: Regional Analysis

## North America Functional Drinks Market by Value

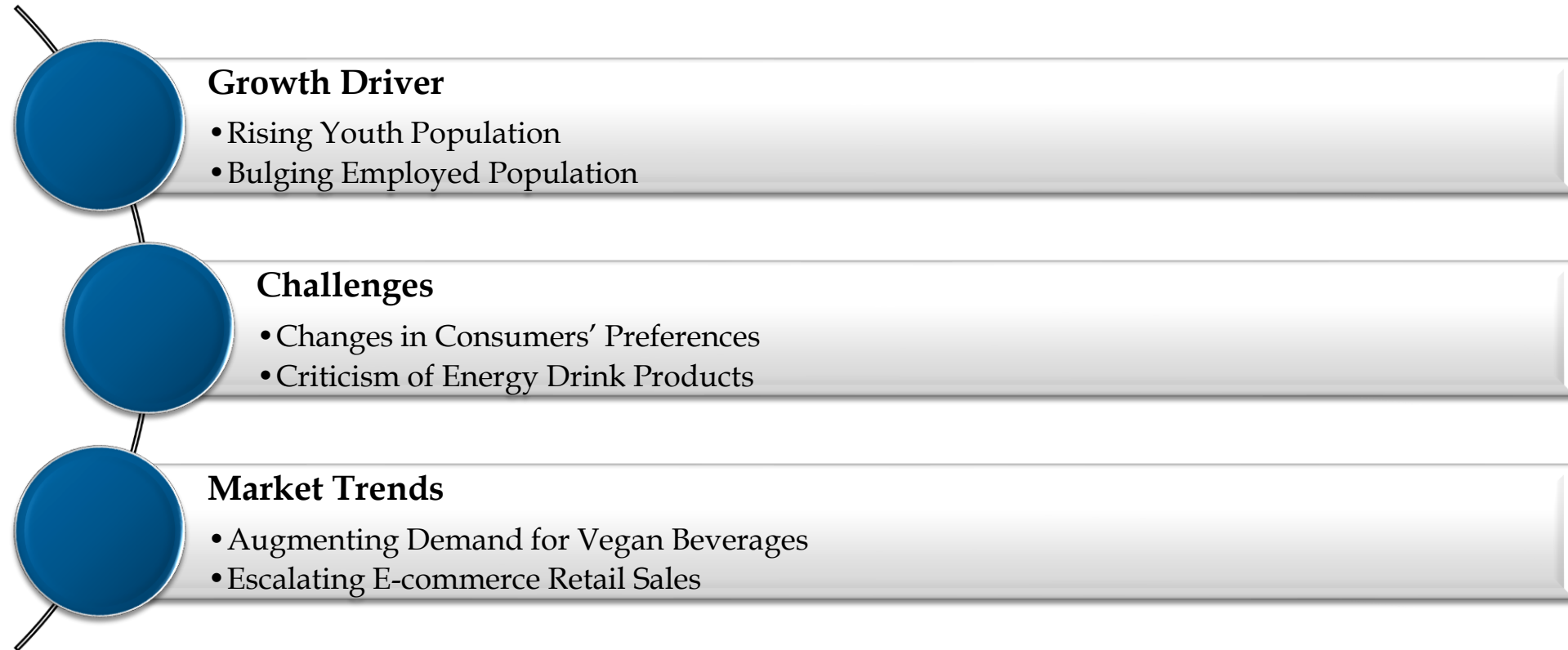


## Europe Functional Drinks Market by Value



Region	CAGR
	2020-2024
Asia Pacific	xx%
North America	xx%
Europe	xx%
Middle East & Africa	xx%

# Functional Drinks Market: Dynamics



# Functional Drinks Market: Competitive Landscape

## Players Profiled

- Nestle S.A. 
- The Coca Cola Company 
- Monster Beverage Corporation 
- PepsiCo, Inc. 

Note: The graphs on this slide are only for sample representation.