



Euromonitor  
International

# Energy Drinks in India

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- PepsiCo India's Sting has successfully democratised energy drinks, previously perceived as a premium category
- Concern about and regulation of caffeine prevents stronger uptake of energy drinks
- High prices limit sales of energy drinks

PROSPECTS AND OPPORTUNITIES

- India's young and gaming demographics will continue to drive the growth of energy drinks during the forecast period
- Sting, as an economic alternative, will continue to drive sales
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