

# 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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