Energy Drinks in Australia (2013)

Energy Drinks in Australia by Mintel Global Market Navigator provides you with annual year-end market size data, most recently updated in 2013.

This market covers sugar-free and regular energy drinks and shots. Energy drinks are marketed with additives specifically designed to increase alertness. Market size comprises sales through all retail channels including direct to consumer including vending machines. Market value is calculated at prices in retailers.

Purchase of this snapshot allows you to quickly compare the data for this market with your other purchased snapshots on our Navigator platform. GMN allows to you create charts, tables and export the raw data in all standard formats.

Segmentation of this market

- Regular
- Sugar-Free

Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

Socio-economic data

Included with this snapshot is socio-economic data for Australia. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

Market Size & Forecast

Market size for Energy Drinks in Australia is given in AUD and litre with a minimum of five years' historical data. Market Forecast is provided for five years.

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