

Energy Drinks in Canada

Market Direction | 2022-11-28 | 27 pages | Euromonitor

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Report description:

Energy drinks had been gaining popularity pre-pandemic because of promotional activities by major players. They are particularly popular amongst millennials who tended to consume them to boost energy during the day, or whilst travelling. A reasonable proportion of sales are also impulse purchases, leading to relatively high sales of single-serve options. However, given the social restrictions in place in 2020 and 2021 to combat COVID-19, consumers were unable to pursue the busy and super-connect...

Euromonitor International's Energy Drinks in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Energy Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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GURU makes a notable mark in energy drinks while Coca-Cola continues to lead

Zero sugar energy drinks outpace the rest of the category

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