

## **Energy Drinks in Ireland**

Market Direction | 2022-12-13 | 29 pages | Euromonitor

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### **Report description:**

After spikes in off-trade volume and value sales of energy drinks in 2021, the category is expected to see further significant increases in 2022, although value growth will be much higher, due to inflation-driven price increases. The return of on-the-go consumption has been seen in 2022, as COVID-19 restrictions have been fully lifted, which is expected to help the category maintain another year of off-trade volume growth, in combination with the maintenance of new at-home consumption occasions...

Euromonitor International's Energy Drinks in Ireland 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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