

## **Energy Drinks in New Zealand**

Market Direction | 2022-12-06 | 29 pages | Euromonitor

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### **Report description:**

Energy drinks was already a growth category prior to the pandemic, but the lifestyle changes which it put in motion fuelled significantly higher growth, with double-digit off-trade current value growth in 2021, which is set to continue in 2022. This was despite the reduction of on-the-go purchases, which were previously popular, and which were largely transacted through convenience stores and forecourt retailers. This can be seen in the shift in purchases away from such channels and towards supe...

Euromonitor International's Energy Drinks in New Zealand 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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