

Energy Drinks in Ireland

Market Direction | 2023-12-07 | 30 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Energy drinks is projected to continue to see strong off- and on-trade volume growth over 2023. Consumers increasingly looked for drinks that can help them to give the best of themselves. The penetration of energy drinks in Ireland remained quite low, with growth mainly coming from new consumers or new consumption times. For example, more Irish consumers consumed energy drinks during the day to provide them with the energy boost they needed to go through the day.

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 (2018-2022), 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 2027 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Energy Drinks in Ireland
Euromonitor International
December 2023

List Of Contents And Tables

ENERGY DRINKS IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energetic growth in 2023

More flavours for more growth

Healthier energy drinks gain traction

PROSPECTS AND OPPORTUNITIES

Further fast development and growth predicted for energy drinks

Growing call for functional and nutritional elements in energy drinks

Convenience stores the strategic place to be

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN IRELAND

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

| | |
|----------|-------------------------------------------------------------------------------------------------|
| Table 21 | Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023 |
| Table 22 | Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023 |
| Table 23 | Off-trade Sales of Soft Drinks by Category: Value 2018-2023 |
| Table 24 | Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023 |
| Table 25 | Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023 |
| Table 26 | Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023 |
| Table 27 | NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 |
| Table 28 | LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023 |
| Table 29 | NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023 |
| Table 30 | LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023 |
| Table 31 | Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023 |
| Table 32 | Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023 |
| Table 33 | Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023 |
| Table 34 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028 |
| Table 35 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028 |
| Table 36 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028 |
| Table 37 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028 |
| Table 38 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028 |
| Table 39 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028 |
| Table 40 | Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028 |
| Table 41 | Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028 |
| Table 42 | Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028 |
| Table 43 | Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028 |

APPENDIX

Fountain sales in Ireland

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Energy Drinks in Ireland

Market Direction | 2023-12-07 | 30 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-06-24"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com