

## Energy Drinks in Portugal

Market Direction | 2023-12-07 | 27 pages | Euromonitor

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### Report description:

Energy drinks will continue to grow both in the off-trade and on-trade markets in 2023, posting one of the best performances in the soft drinks market. The low level of penetration of energy drinks is improving in line with marketing actions seen by Red Bull and Monster. Although there are still barriers to the consumption of energy drinks, they have reduced over the years as players have invested in awareness campaigns. Innovation has a very important role in boosting sales. Red Bull, for examp...

Euromonitor International's Energy Drinks in Portugal 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.

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Unit prices grow, leading branded players to offer deals and discounts to retain share

Monster is the off-trade leader, while Red Bull dominates on-trade sales

##### PROSPECTS AND OPPORTUNITIES

Energy drinks per capita consumption set to rise over the forecast period

Innovation to focus on flavour variations and functional ingredients

Private label is set to increase its quality and variety, driving unit prices down

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