

## **Energy Drinks in New Zealand**

Market Direction | 2023-12-20 | 30 pages | Euromonitor

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### **Report description:**

Similarly to other soft drinks categories, energy drinks value sales growth was spurred by broader inflationary pressures in 2023. However, energy drinks also continued to see a notable rise in volume sales during the year. Indeed, the category maintained rising volume sales throughout the review period. Although many aspects of the New Zealand lifestyle were interrupted by the pandemic, including the consumption occasions associated with other categories, this was not the case with energy drink...

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 (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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Euromonitor International  
December 2023

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