

Energy Drinks in Switzerland

Market Direction | 2024-01-10 | 29 pages | Euromonitor

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Report description:

Energy drinks registered positive growth in off-trade volume terms in 2023, albeit at a slower pace than the previous year. This performance was supported by a sustained demand among remote workers, as well as the continued recovery of on-the-go purchases through retail channels such as convenience stores and kiosks.

Euromonitor International's Energy Drinks in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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Scotts International. EU Vat number: PL 6772247784

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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, with reduced sugar varieties leading the way

Natural mate-based formulations make further strides

Red Bull heads up concentrated manufacturer landscape

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Players may seek out more partnerships with celebrities in order to broaden their presence amongst younger audiences

Eco-friendly products will gain traction

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