

Energy Drinks in the United Kingdom

Market Direction | 2023-11-27 | 33 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

2023 has marked another year of strong growth for energy drinks, which is expected to be amongst the strongest performers within the soft drinks industry. Energy drinks is set to experience double-digit growth in current value terms both on-trade and off-trade. This growth can be attributed to multiple factors, including price rises, innovation in flavour, a wider variety of reduced sugar products, and new marketing strategies. The return of on-the-go sales has significantly benefited soft drink...

Euromonitor International's Energy Drinks in United Kingdom 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 the United Kingdom
Euromonitor International
May 2024

List Of Contents And Tables

ENERGY DRINKS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks experiences a year of dynamic growth as consumer demand surges

Marketing strategies and new packaging options benefit energy drinks

Reduced sugar energy drinks experiences significant growth

PROSPECTS AND OPPORTUNITIES

Energy drinks expected to continue growing as the customer base widens

Functionality and innovation with natural ingredients key for brand expansion and consumer satisfaction

Energy drinks forecast to continue growing due to innovative and efficient strategies

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 THE UNITED KINGDOM

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 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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 Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in the United Kingdom

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 the United Kingdom

Market Direction | 2023-11-27 | 33 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	2025-05-06
		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