

## **Energy Drinks in the United Kingdom**

Market Direction | 2024-11-13 | 33 pages | Euromonitor

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### **Report description:**

2024 marks another positive year for energy drinks in the UK, as demand through both off-trade and on-trade channels continues to grow. Energy drinks remains one of the fastest-growing categories in the soft drinks industry. This is despite ongoing weak purchasing power among local consumers due to two years of strong inflation. This inflationary environment continues to push up the average unit price of energy drinks in the UK, as it has for many soft drinks categories, resulting in double-digi...

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 (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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Euromonitor International  
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Energy drinks remains resilient with further growth despite weak purchasing power

With a wide availability of flavours, innovation remains a key growth driver

Energy drinks moves from on-the go consumption to at-home with multipacks

#### PROSPECTS AND OPPORTUNITIES

Blurring of categories and functionality set to increase over the forecast period

Health and wellness trend to promote clean energy drinks with no added sugar and other claims

Understanding consumers' needs and preferences can become key for brands but retention strategy matters for building long-term success

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