

Energy Drinks in Australia

Market Direction | 2024-11-18 | 33 pages | Euromonitor

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Report description:

Demand for energy drinks in Australia continues to rise in 2024, driven by increasing health-consciousness, especially among younger consumers seeking functional, reduced sugar options, and natural ingredients that support active, balanced lifestyles. Generation Z and millennials, who balance busy schedules, prefer energy drinks that are convenient, while fitness-focused consumers increasingly view them as effective pre- and post-workout supplements and alternatives to sports drinks, fuelling de...

Euromonitor International's Energy Drinks in Australia 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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Consistent strong off-trade volume growth for energy drinks

Fruco Sunmory retains leadership, supported by exclusive deal to bring US cult favourite Celsius to Australian market

Regulations focused on potentially harmful energy drinks push players towards clean labels and natural reformulation

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Dynamic innovation will continue to fuel growth of energy drinks

Convenience and accessibility to support future purchases of energy drinks

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