

Energy Drinks in Portugal

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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Report description:

Energy drinks continued to grow in volume and value in 2024, across both the off-trade and on-trade. However, this growth was at a slower pace than in previous years. Despite this moderation, per capita consumption continued to rise, indicating that energy drinks are reaching a broader consumer base and gaining wider acceptance.

Euromonitor International's Energy Drinks in Portugal 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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ENERGY DRINKS IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

New launches bolster on-trade and off-trade growth in energy drinks
Private label grows as consumers look for affordable, quality energy drinks
The landscape becomes increasingly competitive as affordable and functional options launch
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