

Energy Drinks in Ireland

Market Direction | 2024-12-11 | 32 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Energy drinks is seeing a robust performance in Ireland in 2024, achieving double-digit growth in both value and volume terms in the off-trade channel. On-trade is also seeing positive gains, albeit not as strong. Overall, energy drinks remain resilient, despite unit price increases seen in recent years, as consumers of energy drinks value their functional nature. The category also benefits from ongoing innovations in terms of variants such as no-sugar, alongside flavours and limited editions, w...

Euromonitor International's Energy Drinks in Ireland 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.

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 Ireland
Euromonitor International
December 2024

List Of Contents And Tables

ENERGY DRINKS IN IRELAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 marks another positive year for energy drinks

The giants of Monster and Red Bull remain the top competitors

Increased brand engagement through music and gaming partnerships

PROSPECTS AND OPPORTUNITIES

Energy drinks set to see ongoing robust growth

Sustainability trends and new flavour profiles will continue to influence energy drinks

Health and wellness trends will remain strong, creating both challenges and opportunities for energy drinks

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

SOFT DRINKS IN IRELAND

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 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 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

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 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Ireland

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 Ireland

Market Direction | 2024-12-11 | 32 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-07
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com