

Energy Drinks in Portugal

December 2023

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Energy Drinks in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks record double-digit growth in the off-trade and on-trade
Unit prices grow, leading branded players to offer deals and discounts to retain share
Monster is the off-trade leader, while Red Bull dominates on-trade sales

PROSPECTS AND OPPORTUNITIES

Energy drinks per capita consumption set to rise over the forecast period
Innovation to focus on flavour variations and functional ingredients
Private label is set to increase its quality and variety, driving unit prices down

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