

# **Energy Drinks in Switzerland**

January 2024

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## Energy Drinks in Switzerland - Category analysis

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#### 2023 DEVELOPMENTS

Positive growth in 2023, with reduced sugar varieties leading the way

Natural mate-based formulations make further strides

Red Bull heads up concentrated manufacturer landscape

## PROSPECTS AND OPPORTUNITIES

Slower growth expected, in light of category's maturity

Players may seek out more partnerships with celebrities in order to broaden their presence amongst younger audiences Eco-friendly products will gain traction

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