



**Euromonitor
International**

Energy Drinks in China

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Energy Drinks in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks are more widely consumed

INDUSTRY PERFORMANCE

Eastroc Super Drink drives consumption with low price positioning

Consumption occasions are expanding

WHAT'S NEXT?

Evolving perception of energy drinks will drive sales

Reduced-sugar energy drinks category set to flourish

The ingredients in energy drinks are also becoming more diverse

COMPETITIVE LANDSCAPE

Intense competition in energy drinks landscape

Shenzhen Eastroc Beverage Co Ltd is most dynamic player

CHANNELS

Small local grocers remain dominant channel

Distribution is diversifying in line with consumption occasions

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Relatively bright performance for soft drinks

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Health factors bear heavy influence on soft drinks

Consumers are willing to pay for convenience and instant delivery

Local cultural traditions increasingly shape product developments

WHAT'S NEXT?

Stable outlook for soft drinks

Players will capitalise on more discerning tastes

High growth of reduced-sugar RTD tea will continue

COMPETITIVE LANDSCAPE

Nongfu Spring Co Ltd strengthens position with growth in RTD tea

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