

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

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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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DISCLAIMER

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