

# Energy Drinks in Canada

November 2022

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## Energy Drinks in Canada - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Continued slowdown in demand as consumers shift back to the on-trade in 2022  
GURU makes a notable mark in energy drinks while Coca-Cola continues to lead  
Zero sugar energy drinks outpace the rest of the category

#### PROSPECTS AND OPPORTUNITIES

Functional benefits become increasingly popular due to the growing health and wellness trend  
Carbonated bottled water brands venture into energy drinks  
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