

# Energy Drinks in Spain

November 2024

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# Energy Drinks in Spain - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Strong performance for energy drinks in 2024 Plenty of new product development which matches consumer demand Potential for further legislative action regarding energy drinks

# PROSPECTS AND OPPORTUNITIES

Challenge will be to expand the consumer base for energy drinks Future growth led by reduced sugar and functional varieties Legislative action could impact the category

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