



**Euromonitor
International**

Energy Drinks in Sweden

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Energy drinks continue to outpace overall soft drink growth in 2024
- Reduced sugar energy drinks outpace regular variants in growth
- Carbs Co AB gains ground on Red Bull Sweden AB in 2024

PROSPECTS AND OPPORTUNITIES

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Soft Drinks in Sweden - Industry Overview

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