



**Euromonitor  
International**

# Energy Drinks in Portugal

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- New launches bolster on-trade and off-trade growth in energy drinks
- Private label grows as consumers look for affordable, quality energy drinks
- The landscape becomes increasingly competitive as affordable and functional options launch

PROSPECTS AND OPPORTUNITIES

- Per capita consumption of energy drinks will continue to grow
- Innovation will focus on sugar-free options and interesting flavour combinations
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