



# 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

#### PROSPECTS AND OPPORTUNITIES

Energy drinks per capita consumption set to rise over the forecast period  
Innovation to focus on flavour variations and functional ingredients  
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