



**Euromonitor  
International**

# Energy Drinks in Australia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consistent strong off-trade volume growth for energy drinks  
Frucor Suntory retains leadership, supported by exclusive deal to bring US cult favourite Celsius to Australian market  
Regulations focused on potentially harmful energy drinks push players towards clean labels and natural reformulation

PROSPECTS AND OPPORTUNITIES

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Soft Drinks in Australia - Industry Overview

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