



# The Future of Energy-Boosting Drinks in Western Europe

January 2022

## INTRODUCTION

Scope

Key findings

The expanding range of energy-boosting drinks

Absolute retail value growth in energy drinks is set to exceed that in coffee

Consumers seek added vitamins for energy- and immunity-boosting purposes

Online sales of energy drinks continue to grow in Western-Europe

Coffee brands in Europe use milk alternatives to attract younger consumers

Coffee expands its horizons through the RTD coffee format

Monster Energy increasingly closing the gap with Red Bull

Energy drinks have become the epitome of energy-boosting beverages

Germany leads in retail volume; France forecast fastest growth

France has among the lowest per capita consumption of energy drinks

Beyond energy drinks: Alternative forms of energy-boosting drinks on the rise

Other energy-boosting beverages: Tea, RTD tea and juice (superfruit/FF)

Energy drinks set to perform strongly, whilst energy-boosting drinks could outperform

Powder and dissolvable energy formats threaten RTD opportunities Europe

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