

# Energy Drinks in Belarus

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## Abstracts

Although the Belarusian government have not implemented lockdown or mobility restrictions, many Belarusians have taken it upon themselves to self-isolate at home, with remote-working and home-schooling being done by many. As a result, the foodservice industry has taken a massive hit as many have been avoiding going to such places. In turn, many establishments have been forced to close due to the lack of customers meaning volume sales of energy drinks sold via on-trade outlets has declined drasti...

Euromonitor International's Energy Drinks in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Energy Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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### KEY DATA FINDINGS

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Consumers switch from on-trade to off-trade consumption, however growth remains limited due to the unhealthy disposition of energy drinks

Players focus on new releases to boost value shares

Discussions about establishing a legal age for energy drinks are underway

#### RECOVERY AND OPPORTUNITIES

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