

# Energy Drinks in Finland

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## Abstracts

Energy drinks is witnessing continuing robust growth in retail volume and value sales, supported by heavy investment in marketing campaigns, outdoor ads and TV commercials. Players are also invested in their social media presence and in partnerships with influencers and celebrities. Since the pandemic, volume sales of energy drinks have almost doubled in the off-trade, where the bulk of sales are made. Higher prices in 2023 may have contributed to slower growth compared to 2022. Nonetheless, the...

Euromonitor International's Energy Drinks in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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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December 2023

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