

# Europe Energy Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The Europe Energy Drinks Market size is estimated at 22.12 billion USD in 2024, and is expected to reach 33.56 billion USD by 2030, growing at a CAGR of 7.19% during the forecast period (2024-2030).

Natural/organic energy drinks drive a wave of growth in the energy drinks market as consumers prioritize well-being

Energy drinks, known for their purported benefits in enhancing performance, endurance, and alertness, have transitioned from being primarily consumed by athletes to becoming mainstream beverages. This shift is evident as working professionals, young adults, and even college students increasingly embrace these drinks. In 2023, a significant 70% of Europeans reported regular energy drink consumption. Furthermore, in 2022, nearly a third of UK adolescents reported consuming energy drinks on a weekly basis.

Within the European market, both traditional and sugar-free/low-calorie energy drinks dominate, collectively accounting for a substantial 62% value share in 2023. This dominance is fueled by the rising availability of energy drinks in innovative flavors and ingredient combinations. These drinks are now offered as standalone products or mixed with juices or spirits, catering to diverse preferences, from mocktails to cocktails.

Notably, the natural/organic energy drinks segment is witnessing remarkable growth in Europe, driven by its surging popularity across consumer segments. In 2023, a noteworthy 41% of German consumers expressed a willingness to pay a premium for

energy drinks solely made from natural boosters. Global giants and emerging brands like Tenzing, Celsius, and Nuun are also incorporating ingredients like guarana, green tea, and natural caffeine, aligning with the demand for sustainable and healthier energy sources. This trend holds immense promise, particularly in both mature and emerging markets, with the segment projected to register a value CAGR of 7.80% during 2024-2030.

Growing influence of endorsements and social media marketing in the region is driving the energy drinks market

From 2020 to 2023, the European energy drinks market witnessed a robust sales growth of 21.05% by value, primarily fueled by intensified promotional efforts. Leading players in the market have strategically aligned with sports clubs, bolstering their digital presence on platforms such as Twitter, Facebook, and Instagram. This not only grabs consumer attention but also amplifies brand visibility. For instance, Red Bull, a key player, has ventured into football ownership with clubs in Austria, Germany, and Brazil. Similarly, Monster Energy has forged partnerships with prominent clubs like Liverpool FC (England).

The energy drinks market has witnessed significant growth and popularity in recent years in Germany, driven by increasing consumer demand for healthier and more natural alternatives and increasing product launches in the country. For instance, G?NRGY launched a new range of canned energy drinks by German social media star MontanaBlack. The drinks are calorie-free and were made available in cooperation with REWE and Kaufland in 2023. Similarly, PepsiCo launched a new beverage, Rockstar Energy + Hemp, that contains caffeine, guarana, taurine, and hemp seed extract. Thus, the energy drinks market has registered a growth rate of 22.77% by value from 2020 to 2023 in the country.

Turkey stands out as the frontrunner in the energy drinks market, and it is poised to achieve a CAGR of 9.54% by value from 2024 to 2030. Notable brands in the Turkish market include Energy Drink OMax and Qpower Energy Drink. Responding to the rising demand for healthier options, these brands are rolling out sugar-free, low-calorie, and even calorie-free variants, catering to athletes and the health-conscious alike.

## Europe Energy Drinks Market Trends

The growing need for instant boost and alertness, especially among youngsters fuels the demand for energy drink

Consumption of energy drink is more common in males than in females, with consumption increasing with age. 19% of UK adolescents consume an energy drink 4-5 days per week or more.

Consumers are concerned about sugar intake, and are opting for energy drinks with reduced sugar or those labeled as "sugar-free" or "low-sugar." Discounts and promotions, such as buy-one-get-one-free offers or multi-pack deals are impacting consumer behavior, especially when consumers perceive good value for money.

The European soft drinks sector has reduced 17.7% of average added sugars in the last seven years based on the bolstered health and nutrition commitments set out by the Union of European Soft Drinks Associations (UNESDA).

### Europe Energy Drinks Industry Overview

The Europe Energy Drinks Market is fragmented, with the top five companies occupying 17.54%. The major players in this market are Monster Beverage Corporation, PepsiCo, Inc., Red Bull GmbH, Suntory Holdings Limited and Vitamin Well Limited (sorted alphabetically).

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