



Euromonitor
International

Energy Drinks in Argentina

November 2025

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Energy Drinks in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Post-inflation rebound driven by reduced sugar options and digital reach

INDUSTRY PERFORMANCE

Solid rebound for energy drinks driven by demand for functional beverages

Health concerns drive strong growth of reduced sugar energy drinks

WHAT'S NEXT?

Future dynamic growth to be driven by an intense and dynamic marketplace

Flavour innovation will be key factor driving further expansion

Fortification and functionality of other soft drinks may become a major challenge

COMPETITIVE LANDSCAPE

Coca-Cola retains dominance of energy drinks with Monster

Red Bull regains strong growth momentum

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Small local grocers retains lead despite further pressure from modern channels

Convenience and expansion drive strong growth of e-commerce

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EXECUTIVE SUMMARY

Navigating economic recovery, health trends, and evolving retail dynamics

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INDUSTRY PERFORMANCE

Partial rebound for soft drinks amidst ongoing challenges

2025 characterised by price-sensitivity and rising health trends

WHAT'S NEXT?

Positive outlook as improving local economy drives consumers' purchasing decisions

Healthier lifestyles to influence new product development

Climate change to remain an influential factor in availability of ingredients

COMPETITIVE LANDSCAPE

Coca-Cola Argentina SA retains convincing leadership of soft drinks

Local player pursues aggressive expansion plan

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Small local grocers loses ground despite benefiting from close proximity to neighbourhoods

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