



**Euromonitor
International**

Energy Drinks in Ireland

November 2025

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Energy Drinks in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation accelerates energy drinks growth

INDUSTRY PERFORMANCE

Strong growth driven by lifestyles and functional demand

Reduced sugar segment drives growth, while consumers shift towards innovative flavours

WHAT'S NEXT?

Energy drinks set for further expansion in response to prevailing health trends

Innovative shift towards healthy, natural and functional variants

Expanding beyond traditional impulse points

COMPETITIVE LANDSCAPE

Lucozade leads a dynamic and flavour-driven landscape

Lucozade enjoys robust rises as brands offerings added value gain traction

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Supermarkets are important, impulse is key

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Current trends supports soft drinks with strong health positioning

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INDUSTRY PERFORMANCE

Health trends drives volume growth in soft drinks in 2025

Consumers shift towards functional options, benefiting energy and sports drinks

Demand for convenience continues, boosting RTD coffee and impulse channels

WHAT'S NEXT?

Health, convenience and innovation as key growth drivers for forecast period

Shift away from alcohol set to further boost soft drinks sales

Private label holds potential for stronger expansion

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Coca-Cola maintains leadership, with Britvic close behind

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