



**Euromonitor
International**

Energy Drinks in Spain

November 2025

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Energy Drinks in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks delivers fastest growth in 2025 as reduced sugar and innovation accelerate demand

INDUSTRY PERFORMANCE

Energy drinks as fastest-growing category in soft drinks in Spain in 2025
Innovation drives growth with reduced sugar as key claim

WHAT'S NEXT?

Positive outlook for energy drinks over the forecast period
Client engagement and innovation will continue benefiting energy drinks
Legislative developments could have negative impact

COMPETITIVE LANDSCAPE

Red Bull and Monster lead as energy drinks evolves
Vitamins and minerals attract greater interest

CHANNELS

Supermarkets leads distribution, benefiting from impulse purchases
Retail e-commerce posts fastest growth

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Soft Drinks in Spain - Industry Overview

EXECUTIVE SUMMARY

Health, affordability and retail diversification shape soft drinks performance in Spain

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health positioning boosts sales in soft drinks in Spain
Channel diversity and affordability have key impact
Health and wellness trends push premiumisation

WHAT'S NEXT?

Further rises anticipated for volume sales in soft drinks
Private label set to expand

Innovation will lead to greater fragmentation in competitive landscape

COMPETITIVE LANDSCAPE

Mercadona maintains overall leadership while Coca-Cola sees success through iconic brands and persistent innovation

Nestlé rises through popular brands in bottled water

CHANNELS

Supermarkets leads retail distribution while e-commerce sees greatest expansion

Private label drives retail sales as foodservice benefits from on-the-go consumption trend

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