



Euromonitor
International

Energy Drinks in Canada

November 2025

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Energy Drinks in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth fuelled by busier lifestyles and demand for affordable indulgence

INDUSTRY PERFORMANCE

Energy drinks benefit from functional positioning and affordable luxury

Reduced sugar variants gain momentum as sugar scrutiny returns

WHAT'S NEXT?

Continued growth expected, but at a more measured pace

Flavour innovation and cross-category inspiration to sustain consumer interest

Sugar aversion, labelling changes and regulatory limits shape future growth

COMPETITIVE LANDSCAPE

US entrants and adjacent-category players intensify competition

Clean energy and plant-based positioning create fast-growing niches

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Offline and omni-channel retail remain central to category reach

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EXECUTIVE SUMMARY

Soft drinks adjust to shifting health priorities, economic caution and changing consumption behaviour

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness expectations reshape category dynamics

Premiumisation and affordable indulgence gain relevance in a cautious economic climate

Customisation and home beverage making expand, challenging ready-to-drink formats

WHAT'S NEXT?

Soft drinks forecast to maintain modest value growth amid constrained volume gains

Health priorities and functional positioning to intensify across categories

Regulatory shifts and ingredient pressures to influence product strategy

COMPETITIVE LANDSCAPE

Category leaders diversify portfolios while adjusting to shifting distribution agreements

Agile challengers and specialised players gain traction through innovation

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