



Euromonitor
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Energy Drinks in Portugal

December 2025

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Energy Drinks in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited editions boost consumer interest

INDUSTRY PERFORMANCE

Energy drinks continues to grow at a good pace

Reduced sugar options see strongest growth

WHAT'S NEXT?

Per capita consumption of energy drinks is expected to continue to grow throughout the forecast period

Innovation still an essential pillar in the development of the category

Sustainability key to new packaging developments

COMPETITIVE LANDSCAPE

Leading brand builds on pioneering role in category development

Red Bull utilises innovation and strong consumer engagement

CHANNELS

Supermarkets is the leading distribution channel for energy drinks

Young demographic pushes online sales up in energy drinks

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Soft drinks growing despite challenges

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Pressure on household budgets

Increasing focus on health

WHAT'S NEXT?

Further growth anticipated

Local production becoming important

Sustainability to remain a strong trend, while AI will drive new developments

COMPETITIVE LANDSCAPE

Leading player offers broad brand portfolio

Red Bull expanding rapidly, while new brands target areas with strong growth potential

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