



Euromonitor
International

Energy Drinks in Australia

November 2025

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Energy Drinks in Australia - Category analysis

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Health-focused innovation driving growth

INDUSTRY PERFORMANCE

Energy drinks experiencing significant consumer demand

Growing interest in reduced sugar options

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Steady growth forecast for energy drinks as consumers demand more functional benefits

Impulse nature of energy drinks to influence performance through convenience channels

Prioritising consumer health and wellness goals key for sustained success in the market

COMPETITIVE LANDSCAPE

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Functional beverages and health need states drive premium growth

Working to add value

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Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation

Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/energy-drinks-in-australia/report.