



Euromonitor
International

Energy Drinks in the United Kingdom

November 2025

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Energy Drinks in the United Kingdom - Category analysis

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2025 PERFORMANCE

Energy drinks continue to flourish despite economic pressures

INDUSTRY PERFORMANCE

Healthier choices and flavour innovation drive growth in energy drinks

Limited edition products help drive interest and excitement in energy drinks

WHAT'S NEXT?

Wider adoption of energy claims within soft drinks will increase competition for the category

Efficient use of data and technology could provide players with an edge

Regulatory and legislative developments present a challenge to the market

COMPETITIVE LANDSCAPE

Intense competition, rapid innovation, and the growing influence of challenger brands

Coca-Cola cements its lead through new product development

CHANNELS

Small local grocers and convenience stores benefit from impulse nature of energy drinks

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Sales of soft drinks rise in 2025 with the focus on health and affordability

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INDUSTRY PERFORMANCE

Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market

New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio

Monster Energy thriving while smaller players gain prominence in niche areas of the market

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