



Euromonitor
International

Energy Drinks in Spain

November 2025

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Energy Drinks in Spain - Category analysis

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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

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Health positioning boosts sales in soft drinks in Spain

Channel diversity and affordability have key impact

Health and wellness trends push premiumisation

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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

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