

# Sports and Energy Drinks – Examining the Differences – Ireland – November 2019

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## This report looks at the following areas:

Sales of sports and energy drinks continue to increase in 2019 in terms of value and volume despite the introduction of the sugar levy in 2018, with consumers reporting low energy levels and fatigue helping to drive usage of these types of drinks. Moving forward there is great desire for sports and energy drinks to offer other types of functionality, including ‘brain boosting’ ingredients.



“Irish appetites for sports and energy drinks have not waned post-sugar levy and moving forward they are showing an appetite for sports and energy drinks that offer mental stimulation, as well as physical – as well as continued desire for drinks made with natural ingredients.”

– Brian O’Connor, Senior Consumer Analyst

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- **Exotic/tropical fruit flavours most desired flavour for sports and energy drinks**
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