

A survey of energy drinks on the island of Ireland



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Foreword and acknowledgements

The purpose of this research was to investigate the sugar and caffeine content of energy drinks that are available in supermarkets on the island of Ireland in 2026, and to compare this with information gathered in 2019 and 2015. It provides a snapshot of the energy drinks market eight years after the sugar tax was introduced and includes details on the product sizes available.

We used the Safefood Safetrak survey to ask members of the public about how often they drink energy drinks and their reasons for doing so. We also asked people what they think about introducing an age restriction on the sale of energy drinks.

The information from the research can be used as evidence to help shape policy measures in Ireland. We will also use the information to shape the communications about energy drinks for people on the island of Ireland.

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Executive summary

Introduction

Energy drinks are widely available in supermarkets across the island of Ireland and are particularly popular among young people. These drinks are often marketed as products that improve energy, focus and performance. However, many contain high levels of caffeine and sugar, which may negatively affect health if consumed in excess, especially in children and teenagers.

Safefood carried out this research to help understand:

- what energy drinks are currently available for sale;
- how much sugar and caffeine they contain;
- how energy drinks have changed since previous Safefood surveys in 2015 and 2019; and
- what people living on the island of Ireland think about energy drinks and possible restrictions on their sale.

Method

The research considered a survey of energy drinks available in major supermarkets across the island of Ireland and findings from the Safefood Safetrak survey, which involved interviewing a representative sample of 15- to 74-year-olds from across Ireland.

The survey of energy drinks available for sale on the island of Ireland was carried out between February and May 2026. Energy drink brands were identified using the most recently available information on market share, and information was collected on products available from leading supermarkets in Ireland and the United Kingdom. The survey included branded energy drinks and supermarket own-brand products, and looked at product size, serving size, sugar content, caffeine content and product formulation.

Insights on consumer behaviours, motivations and attitudes relating to energy drinks were gathered using the questions from the Safefood Safetrak survey. The survey was carried out between October and December 2025 using face-to-face interviews with 807 people aged 15 to 74 across Ireland. Questions looked for patterns in energy drink consumption, reasons for drinking them and people's opinions on potential measures to regulate sales.

Key findings

Young people are the biggest consumers: Energy drink consumption was highest among young people aged 15 to 24. More than half (54 %) of people in this age group reported drinking energy drinks at least once a week. One in eight (12 %) said they drink them every day. These figures reduced steadily with age. Parents also reported that some children under 18 drink energy drinks regularly – 11 % said their child drinks energy drinks at least once a week and 2 % said their child drinks them every day.

People mainly drink energy drinks for an ‘energy boost’: The most common reasons people gave for drinking energy drinks were:

- to get an energy boost (51 %);
- because they like the taste (45 %);
- to help with sport or physical activity (19 %); and
- to help with work or study (13 %).

Some other reasons were:

- because they are widely available or often promoted (8 %);
- for social occasions (7 %); and
- to mix with alcohol (9 %).

Most people are aware of the potential negative effects of energy drinks: Almost everyone who responded to the survey (97 %) said they were aware that energy drinks can negatively affect sleep, concentration and mood, particularly in children and young people. There was strong public support for restrictions on selling energy drinks to children – 77 % supported introducing an age restriction for buying energy drinks.

Energy drink market on the island of Ireland: The survey identified 116 energy drinks, and 77 of these were available to buy from supermarkets in Ireland. This is an increase on the number of products available in supermarkets in 2015 (39 products available) and 2019 (42 products available) and reflects a rapidly growing and increasingly varied market. Energy drinks are available in many flavours, sizes and formulations, including reduced-sugar versions.

Most energy drinks are sold as a single serving: When presenting nutritional information on product labels, serving sizes refer to the amount of drink meant to be consumed at one time. All energy drinks sold in cans (250 ml to 500 ml) that were included in the survey contained one serving. Energy drinks sold in resealable bottles (500 ml to 900 ml) that were included in the survey varied in the number of servings they contained. All bottles containing less than 500 ml were sold as one serving. Some 500 ml bottles contained one serving, while others contained two servings.

Larger serving sizes are now more common: One important change since 2019 is the increased availability of larger cans and bottles. In 2026, 55 % of products were available in 500 ml cans compared with 38 % in 2019. During the same time frame, the proportion of smaller products (250 ml) fell from 60 % to 37 %. Larger serving sizes can significantly increase the amount of sugar and caffeine consumed in one go.

Sugar levels remain high in many products: In 2026, although a large proportion of energy drinks (43 products, which is equal to 37 % of all energy drinks) contain reduced sugar and sweeteners, such as aspartame or saccharin, many regular energy drinks still contain large amounts of sugar. The survey found that the average sugar levels increased from 22.6 g per serving in 2019 to 30.9 g per serving in 2026 – this is roughly equivalent to an increase of two teaspoons of sugar per serving. Three products contained 65 g to 70 g of sugar in a single serving – equivalent to approximately 17.5 teaspoons of sugar. The research also found that 31 % of energy drinks were liable for sugar tax because they contained more than 5 g sugar per 100 ml, a reduction in the proportion that were liable in both 2015 (74 %) and 2019 (41 %).

Caffeine levels are also high: Energy drinks can contain large amounts of caffeine, particularly in larger serving sizes. In 2026, the average caffeine content was 115 mg (equivalent to 1.4 cups of espresso per serving), and some products contained up to 200 mg of caffeine (equivalent to 2.5 espressos per serving). For comparison, a single espresso contains approximately 80 mg of caffeine. Although the amount of caffeine per 100 ml has barely changed from 2015 to 2026, because energy drinks are now sold in larger containers people may get more caffeine from one drink.

Conclusions

The findings show an increase in the availability of energy drinks in supermarkets on the island together with an increased availability of larger serving sizes. Since 2019, the amount of sugar in these drinks has increased both per serving and per 100 ml. While caffeine levels per 100 ml have changed slightly over the same time frame, larger cans and serving sizes mean people may get more caffeine from one drink.

At the same time, 15- to 24-year-olds remain the highest consumers and one in 10 children aged under 18 drink energy drinks at least once a week. Many people use energy drinks for an energy boost, to help with work, study or sport, or because they like the taste. There is strong public support for restricting sales to children.

Safefood will use these findings to support public awareness and to shape policy discussions relating to energy drinks on the island of Ireland.

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Introduction

What is an energy drink?

There is no agreed definition of energy drinks, however a study by the European Food Safety Authority (European Food Safety Authority, 2013) describes energy drinks as:

“non-alcoholic beverages containing caffeine, taurine and/or vitamins (often in combination with other ingredients) that are marketed for their actual or perceived effects as stimulants, energizers and performance enhancers”

They are often marketed for mental/physical stimulation and generally not recommended for children or pregnant women. Some “energy” drinks may not contain large amounts of caffeine but still use the term “energy” in the product label due to high levels of fast digesting glucose, in combination with large doses of B group vitamins, particularly niacin (Vitamin B3). Niacin is used for its role in metabolising ingested food into usable energy.

What size is the energy drinks market?

The energy drinks market has expanded internationally in the last two decades. Safefood identified 10 products on the market on the island of Ireland in 2002 (Safefood, 2002). In 2015, 39 products were identified (Safefood, 2016), and 42 products in 2019 (Safefood, 2019). This expansion in product availability has occurred alongside substantial growth in retail sales of energy drinks within the take-home grocery and convenience market, commonly referred to as the “off-trade” sector. The off-trade volume sales of energy drinks in Ireland increased by 11 % to 41 million litres in 2024. Energy drinks containing reduced sugar and sweeteners, such as aspartame or saccharin, saw the most growth, with sales increasing by 13 % to 6 million litres in 2024. Overall, there has been a 48.3 % volume growth in off-trade sales of energy drinks from 2019 to 2024. The forecasted off-trade sales of energy drinks are expected to have a 70.6 % volume growth from 2024 to 2029 (Euromonitor International, 2024).

Who drinks energy drinks?

Visram et al. (2016), in a rapid review examining energy drink consumption among children and young people, found that use was particularly common among adolescents aged 11–18 years and that boys were more likely than girls to consume energy drinks regularly. Similarly, Ajibo et al. (2024), in a systematic review involving over 1.2 million participants across 21 countries, reported that younger age groups consistently had the highest levels of consumption and that males were more frequent consumers than females across many studies. In addition, Stewart et al. (2025) found high levels of consumption among children aged 9–14 years in Northeast England with 81.8 % reporting consumption of energy drinks and boys consuming them more frequently than girls. This is despite voluntary retailer restrictions, with branding, marketing, peer influence, low cost and easy availability identified as important influences on children's attitudes towards these products.

Together, this evidence shows that energy drink consumption is concentrated among younger populations, particularly adolescent boys and young men, and is influenced by factors such as taste, branding, marketing, peer influence, low cost and easy availability.

Energy drinks and public health: what is the evidence?

Energy drinks are consumed across a broad range of population groups; however, consumption patterns among children, adolescents and young adults have attracted public health attention. Adolescence and early adulthood are important developmental periods during which dietary habits, health-related behaviours and consumption patterns may become established and persist into later life. Younger consumers may also be more susceptible to the effects of high caffeine and sugar intake because of lower body mass, ongoing neurological and physiological development, and greater exposure to peer and marketing influences.

Visram et al. (2016) conducted a rapid review of energy drink consumption among children and young people and identified associations with a range of adverse health and behavioural outcomes, including headaches, sleep problems, irritability, alcohol use and smoking. More recently, the systematic review by Ajibo et al. (2024) which focused on children and young people found associations between energy drink consumption and smoking, alcohol use, binge drinking, shorter sleep duration, poorer sleep quality, lower academic performance, psychological distress, depressive and panic behaviours, insulin resistance, dental caries and erosive tooth wear.

Broader reviews examining the effects of energy drinks across wider population groups have also identified concerns relating to cardiovascular, neurological and metabolic health outcomes. Costantino et al. (2023), in a comprehensive review of the effects of energy drinks on the human body, reported adverse cardiovascular and neurological effects associated with acute or chronic high consumption, including increased heart rate, hypertension, arrhythmias, palpitations and seizures. The review also noted reports of serious cardiovascular events and raised concerns regarding potential dependency and habitual use among frequent consumers.

Similarly, Matondo, Suleiman and Issa-Zacharia (2026), in a narrative review, summarised evidence that energy drinks may be associated with short-term increases in blood pressure and heart rate, anxiety, insomnia, agitation, headaches, tremors and seizures. The review also highlighted concerns regarding the high sugar content of many energy drinks and potential longer-term risks relating to obesity, insulin resistance and type 2 diabetes.

Taken together, these reviews point to a growing and consistent international evidence base that frequent or high levels of energy drink consumption is associated with adverse physical, psychological and behavioural outcomes, with particular concern for children, adolescents and young adults.

What consumer protections are in place?

The European Food Safety Authority (EFSA) has advised that single doses of caffeine up to 200 mg and habitual intakes of up to 400 mg per day do not raise safety concerns for healthy adults (European Food Safety Authority, 2015). However, EFSA also notes that children and adolescents may be more vulnerable to the effects of caffeine due to lower body weight and differing consumption patterns.

At EU level, Regulation (EU) No 1169/2011 on the provision of food information to consumers, which came into force in December 2014, includes provisions regarding the labelling of beverages containing added caffeine at levels greater than 150 milligrams per litre (European Union, 2011). These products must carry the statement: “High caffeine content. Not recommended for children or pregnant or breastfeeding women”, followed by a declaration of the caffeine content per 100 ml.

Regulatory context in the UK and Ireland

In the United Kingdom, the government undertook a consultation in 2018 on proposals to restrict the sale of energy drinks to children in England; however, legislation was not introduced following the consultation (Department of Health and Social Care, 2018). In 2025, the UK government undertook a further 12-week consultation on proposals to restrict the sale of energy drinks to children under 16 years in England (Department of Health and Social Care, 2025), with legislation expected before the end of the current parliament. Despite the absence of legislation, many major retailers in the UK and Ireland voluntarily restrict the sale of energy drinks to children under 16 years and may request identification for the purchase of drinks containing more than 150 milligrams of caffeine per litre (Aldi Ireland, 2026; Department of Health and Social Care, 2025).

In Ireland, the Public Health (Restriction on Sale of Stimulant Drinks to Children) Bill 2025 was progressing through the Oireachtas legislative process as of the time of writing and had reached Second Stage in Seanad Éireann (Seanad Éireann, 2025 [Public Health \(Restriction on Sale of Stimulant Drinks to Children\) Bill 2025 – No. 19 of 2025 – Houses of the Oireachtas](#)).

How are energy drinks marketed?

Energy drinks are frequently marketed using themes of enhanced energy, alertness and physical performance, with advertising and branding often linked to sport, activity and youth culture. In their rapid review examining energy drink consumption among children and young people, Visram et al. (2016) highlighted that marketing and branding, together with availability, peer influence and perceptions of improved energy and performance, were important drivers of consumption amongst young people. The review also highlighted sponsorship associated with sport and youth-oriented activities and raised concerns regarding the widespread availability and marketing of energy drinks to children and adolescents (Visram et al., 2016).

Ajibo et al. (2023) similarly identified marketing and advertising exposure as factors associated with consumption behaviours among adolescents. The review noted that social media marketing, online advertising and sponsorship activities may contribute to the appeal of energy drinks among younger age groups. Ajibo et al. (2023) further reported that energy drinks are commonly marketed as products that enhance energy, concentration and performance, despite concerns regarding the potential adverse health effects associated with their consumption in children and adolescents.

Methods

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Survey of energy drinks on the market on the island of Ireland

A snapshot survey was conducted to identify which brands and energy drinks were available to purchase in supermarkets on the island of Ireland in 2026.

Scope of survey

The top energy drink brands in Ireland were identified using the most recently available market share data for Ireland (Euromonitor International, 2024) to ensure inclusion in this survey (see Table 1).

Table 1: Energy drink market share data for Ireland in 2024

Brand (global brand owner)	Brand shares %
Monster Energy (Monster Beverage Corp)	24.9
Red Bull (Red Bull GmbH)	24.8
Lucozade (Suntory Holdings Ltd)	18.2
Boost (Barr (AG) Plc)	3.9
Red Bull Sugar Free (Red Bull GmbH)	3.7
Monster Energy Absolutely Zero (Monster Beverage Corp)	3.0
Rockstar (PepsiCo Inc)	2.7
Rubicon (Barr (AG) Plc)	2.3
Mountain Dew (PepsiCo Inc)	1.9
BPM Energy (Coca-Cola Co, The)	1.8
Tenzing (Basecamp Brews Ltd)	1.6
Red Bull Zero (Red Bull GmbH)	1.1
Club (Britvic Plc)	0.9
Relentless (Monster Beverage Corp)	0.6

Data source Euromonitor International Energy Drinks in Ireland 2024

Identification of individual brands and products was necessary to accurately characterise the energy drinks market on the island of Ireland and to assess the sugar and caffeine content of products available to consumers. Brand names were recorded to facilitate product identification and enable comparison with previous Safefood surveys conducted in 2015 and 2019. The inclusion of branded products reflects their presence within the marketplace at the time of data collection and is necessary to ensure transparency, reproducibility and accuracy of the survey findings.

References to brands and product images are included solely for research, educational and public health purposes and do not constitute endorsement, sponsorship or promotion of any product or manufacturer. Where brands are mentioned, they are reported objectively in the context of market availability, market share and nutritional composition, consistent with the public health objective of informing consumers and policymakers about the characteristics of products available within the retail environment.

The three top brands from the 2024 market share data are Lucozade (18.2 %), Red Bull (24.8 %) and Monster Energy (24.9 %). The combined market share of these three brands is 67.9 %. Taking into account their reduced-sugar (energy drinks containing reduced sugar and sweeteners, such as aspartame or saccharin) alternative brands, their combined market share is even higher at 75.7 %.

All drinks and flavours available from these brands that are being sold in supermarkets in Ireland and the United Kingdom were identified from brand websites in February 2026. Energy drinks from Rubicon, Mountain Dew, and Club brands were not sampled as they were not identified as being for sale on the island of Ireland. This yielded 116 energy drinks products.

Retail outlet selection

The top supermarkets were identified through market share percentage in both the Ireland and Great Britain (Worldpanel by Numerator, 2026). This approach was used given the integration of retail supply chains and the presence of many of the same supermarket groups across Great Britain and Northern Ireland (Table 2 and Table 3). The online data collection was conducted across the top 3 supermarket websites in both Ireland and the United Kingdom from February to May of 2026.

Table 2: Top 3 supermarkets in Great Britain by market share in February 2026

	Tesco	Sainsbury's	ASDA
Great Britain	28.5 %	16.1 %	11.5 %

Table 3: Top 3 supermarkets in Ireland by market share in February 2026

	Dunnes	Tesco	Supervalu
Ireland	24.5 %	24.2 %	19.5 %

Product identification and reporting

The 6 supermarket websites were searched for the 116 identified drinks to determine what drinks are being sold. Own-brand supermarket variations and varieties were also sampled from the supermarket websites. The scope of the survey was to focus on the top brands and supermarket own brands which yielded 77 products.

Data collection

Data was captured and recorded in an excel document, and included:

- product brand
- drink name
- drink flavour
- drink formulation i.e. regular or containing reduced sugar and sweeteners, such as aspartame or saccharin
- price
- product sizes available (ml)
- serving size (ml)
- calorie (kcal) content per serving
- sugar (g) content per 100 ml and sugar content per serving, and
- caffeine content (mg) per 100 ml

Formulas in excel were used to calculate the equivalent of sugar in teaspoons (4 g sugar = 1 teaspoon), and the equivalent of caffeine in shots of espresso (80 mg caffeine = 1 shot) per 100 ml and per serving respectively. Screenshots were captured from the supermarket websites including the product image, name, price, nutrition label, and warning labels in relation to caffeine and included for reference.

A description of the nutritional parameters of the product sold with the volume closest to 250 ml was undertaken as this is the smallest energy drinks container size available. Sugar and caffeine content were the primary focus of this survey; however, alternative parameters such as all container volumes available for each product, sugar content (in relation to sugar levy cut-off 5 g /100 ml) and regular versus diet/sugar free were also reviewed. Data was recorded in spreadsheets, and basic descriptors were calculated for each measure – mean, median, minimum, maximum and standard deviation where applicable. The difference between regular energy drinks (containing sugar as a sweetener) and artificially sweetened drinks (using non-nutritive sweeteners such as aspartame) was considered in the descriptors. Serving size refers to the quantity of beverage intended to be consumed in a single eating occasion when presenting nutritional information on product labels.

Survey of public attitudes and behaviours relating to energy drinks

Consumers' behaviours and motivations for consuming energy drinks were determined via the Safefood Safetrak 27 consumer survey (Safefood, in press). The Safetrak research was undertaken using a CAPI (Computer-assisted personal interviewing) face-to-face methodology interviewing people ranging from 15 to 74 years. The total number of interviews achieved was 807 (507 in Ireland and 300 in Northern Ireland) and fieldwork was conducted between October and December 2025. Data was weighed to Census estimates at the analysis stage.

The questions addressed frequency and reason for consuming energy drinks, and opinions on energy drinks regulations amongst multiple age groups, ranging from ages 15 to 74 years. For the full list of questions, see Appendix 1.

Results

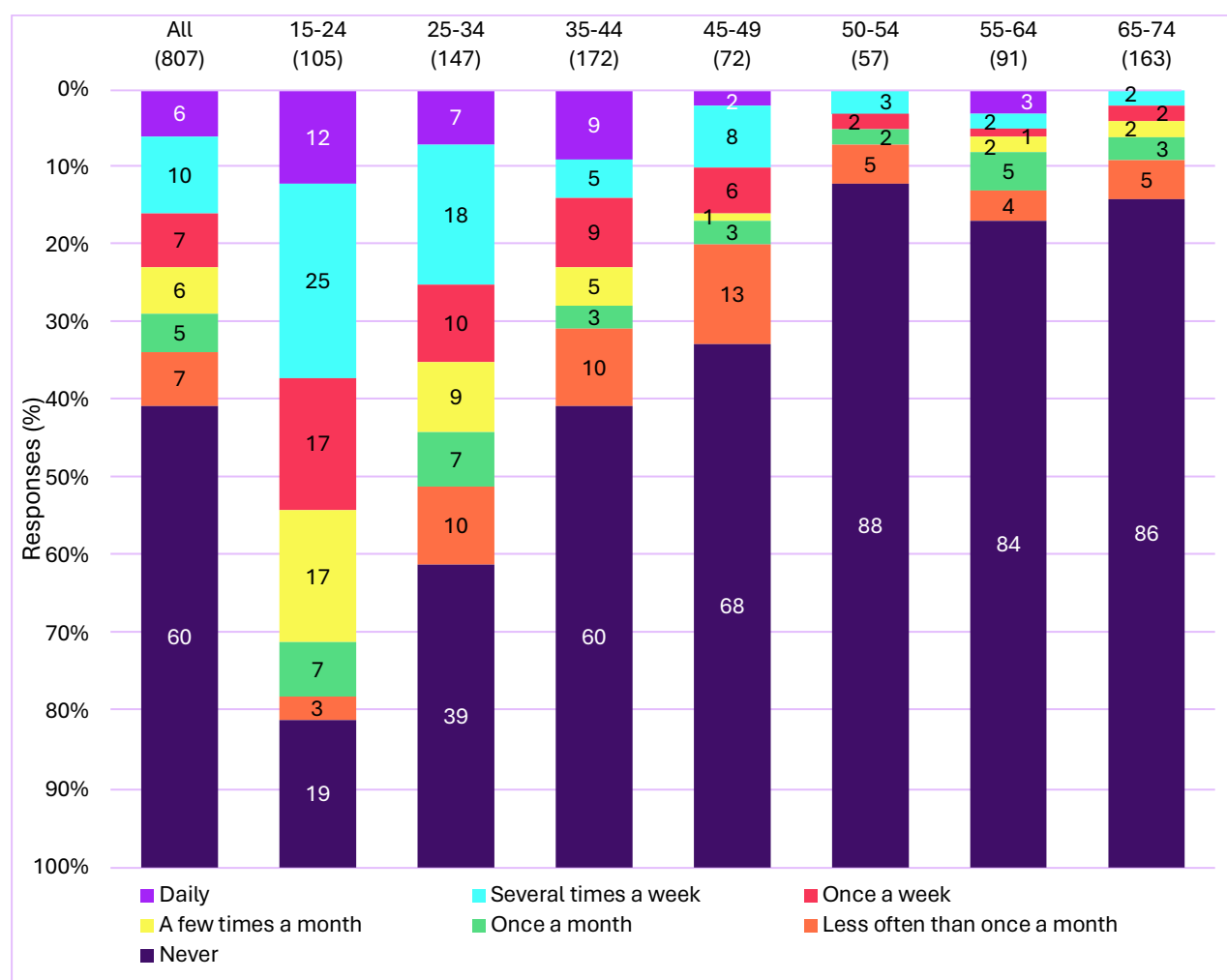
The background of the slide is a solid purple color. It features several curved, overlapping bands of different shades of purple, creating a sense of depth and movement. The bands curve from the bottom left towards the top right.

Attitudes and behaviours relating to energy drinks on the island of Ireland

Energy drink consumption

At a population level, 34 % of all respondents reported consuming energy drinks at least monthly (Figure 1). The 15–24-year-old age group reported consuming energy drinks most often, with 12 % reporting daily consumption and 54 % reporting that they consumed energy drinks at least once a week. There is a clear decrease in reported consumption as age increases, with only 4 % of those age 65–74 years reporting that they consumed energy drinks at least weekly.

Figure 1: Frequency of consumption of energy drinks amongst different age groups

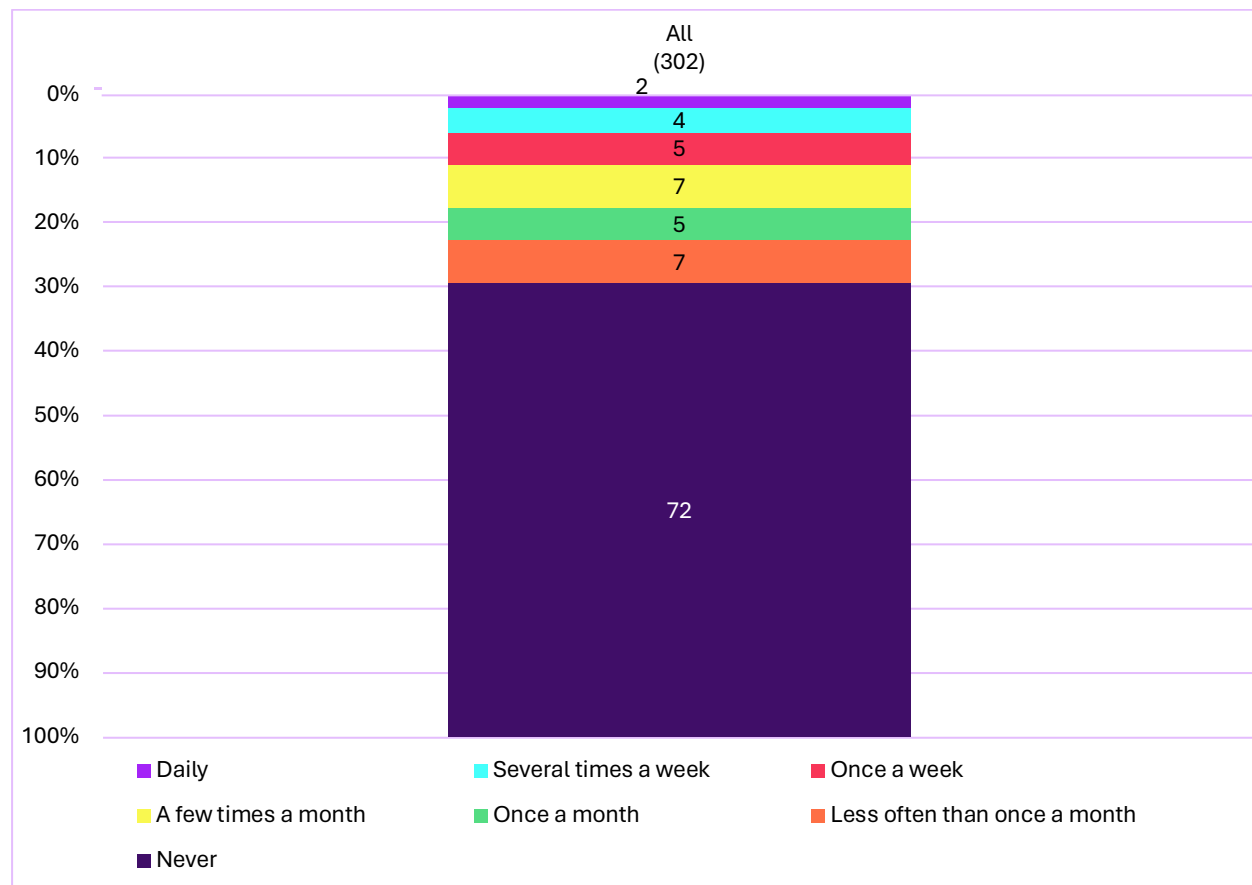


Participants were asked: “How often do you consume energy drinks?”

Base: All respondents: (807), 15–24-year-olds (105), 25–34-year-olds (147), 35–44-year-olds (172), 45–49-year-olds (72), 50–54-year-olds (57), 55–64-year-olds (91), 65–74-year-olds (163).

To examine energy drink consumption among children, who may be considered a vulnerable group within this population sample, participants with children under 18 years were asked whether their children consumed energy drinks. Parents reported that 72 % of children under 18 never drink energy drinks (Figure 2). However, parents reported that 2 % of children consumed them daily, and 11 % reported that their children consumed energy drinks at least weekly. It is worth noting that these values differ considerably from the reported 15-24-years age group consumption frequencies.

Figure 2: Energy drink consumption amongst children



Participants that were parents/guardians of a child aged under 18 were asked: "How often do your kid/kids consume energy drinks?"

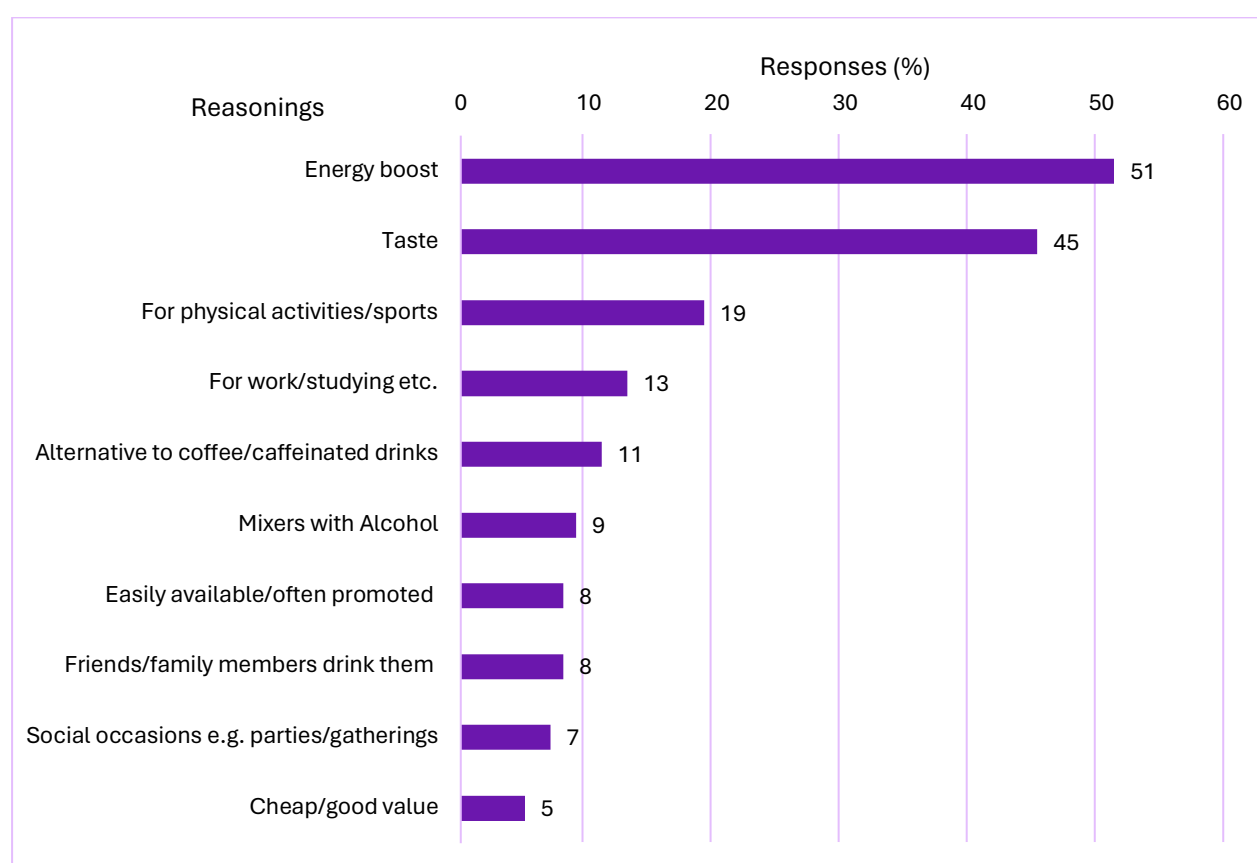
Base: All respondents who were parents or guardians of children under 18: (302)

Reasons for consuming energy drinks

The findings suggest most energy drinks consumers drink energy drinks primarily for enhanced productivity in daily life settings. 51 % reported consuming energy drinks for an energy boost (Figure 3). One in five (19 %) consumers reported choosing energy drinks for physical activities/sports while 13 % reported that they selected energy drinks for work/studying reasons. Taste was the second most common answer (45 %) indicating that energy drinks are not only consumed for their performance boosts.

Familial and social reasons for energy drink consumption are also apparent as 8 % of consumers do so because family/friends consume them, and 7 % for social occasions and a further 9 % for mixing with alcohol. Notably, 8 % reported easy availability and frequent promotions as the reason for consuming energy drinks and 5 % indicated that their reason for choosing these drinks is that they are cheap or good value.

Figure 3: Reasons for drinking energy drinks.



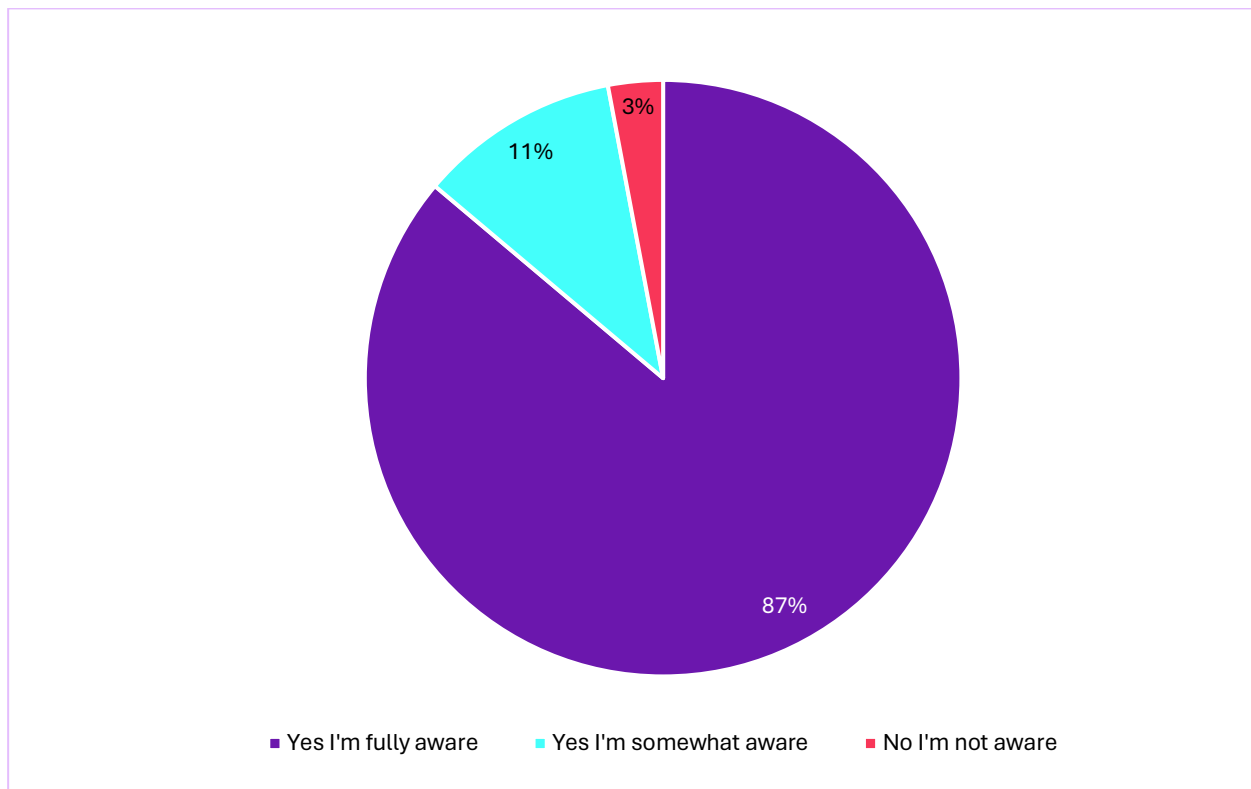
Participants were asked: "For which of the following reasons do you consume energy drinks?"

Base: All respondents who consume energy drinks: (309)

Awareness of potential negative effects of energy drinks

Most respondents were fully aware (87 %) or somewhat aware (11 %) of the potential negative effects on sleep, concentration and mood associated with frequent energy drink consumption especially when consumed by young children (Figure 4). Only 3 % of respondents were unaware of the negative effects on energy drink consumption.

Figure 4: Awareness of the potential negative effects of energy drinks



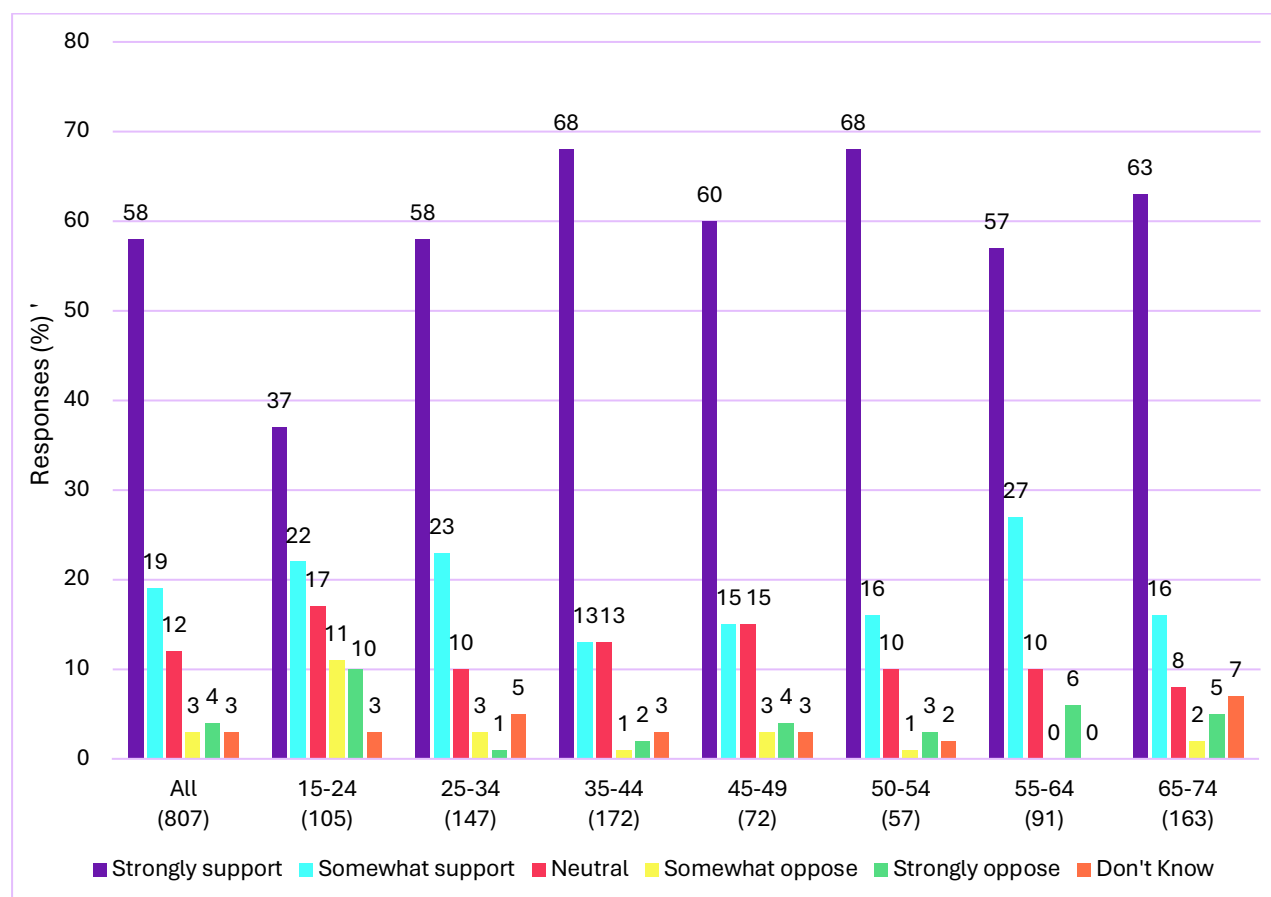
Participants were asked “Are you aware that energy drinks can contain high levels of caffeine and sugar which may negatively affect sleep, concentration and mood particularly in children and young people?”

Base: All respondents: (807)

Support for legal age restrictions on buying energy drinks

Almost 8 out of 10 respondents (77 %) either strongly support (58 %) or somewhat support (19 %) implementation of a legal age restriction for buying energy drinks (Figure 5). The 15–24-year-old age group was found to have the lowest percentage (59 %) of respondents that either strongly supported or somewhat supported an age-related restriction, which may reflect this age group's greater consumption of energy drinks.

Figure 5: Public view on implementation of an age-related restriction on energy drink sales



Participants were asked “How do you feel about implementing a legal age restriction for buying energy drinks in Ireland/Northern Ireland e.g. banning sales to those under 18?”

Base: All respondents: (807), 15–24-year-olds (105), 25–34-year-olds (147), 35–44-year-olds (172), 45–49-year-olds (72), 50–54-year-olds (57), 55–64-year-olds (91), 65–74-year-olds (163).

Survey of energy drinks

How many energy drinks are on the market?

The 2026 survey identified 116 energy drinks, from brand and supermarket websites, which included 15 brands (Appendix 2). Seventy seven of the 116 products were available for sale in supermarkets - 69 drinks were from the top 10 brands, and 8 from supermarket own brands (Appendix 3). The number of energy drinks identified in the survey increased from 42 to 116 between 2019 and 2026 (Table 4). There was a decline in the number of supermarkets' own-brands from 2019 (n=8) to 2026 (n=3), which reflects the inclusion of only 3 supermarkets in each jurisdiction that were sampled.

The survey focused on the leading supermarket retailers in Ireland and Northern Ireland based on market share data. Although products available exclusively through smaller retailers may not have been captured, the selected retailers represent a substantial share of the grocery market and are therefore provide a robust indication of the range of energy drink products available to consumers on the island of Ireland.

Table 4: Quantity, formulation and product sizes of energy drinks available in 2015, 2019 and 2026

	2015	2019	2026
Total number of drinks identified	39	42	116
Regular drinks % (n)	77 % (30)	64 % (27)	63 % (73)
Diet/Sugar-free % (n)	23 % (9)	36 % (15)	37 % (43)
Available in 250 ml % (n)	64 % (25)	60 % (25)	37 % (43)
Available in 500 ml % (n)	20 % (8)	38 % (16)	55 % (64)
Available in any other size* % (n)	16 % (6)	2 % (1)	41 % (48)

*Other serving sizes included 550 ml in 2019, and 330 ml, 355 ml, 380 ml, 473 ml, 750 ml, 900 ml, 1000 ml, in 2026.

What proportion of energy drinks are regular and reduced-sugar?

The percentage of energy drinks containing reduced sugar and sweeteners, such as aspartame or saccharin, was stable over time, 37 % (n=43) in 2026 compared to 36 % (n=15) in 2019 (Table 4).

What product sizes are available?

More than half of the energy drinks (55 % n=64) were available in 500 ml, more than a third (37 % n=43) of drinks were available in 250 ml. In addition, 41 % (n=48) of drinks were available in any other volumes i.e. 1000 ml, 473 ml, 355 ml (Table 4). For most energy drinks identified (96 % n=74), the container volume was the serving size i.e., the entire drink is intended to be consumed on a single eating occasion.

The larger bottles (>500 ml n=3) indicated multiple servings, in which case a single serving was analysed. In comparison, 60 % of drinks in 2019 were 250 ml and 38 % of drinks were 500 ml, suggesting a shift towards larger container volumes over time.

What is the sugar and caffeine content of the energy drinks?

The mean sugar content of regular drinks (n = 44) surveyed was 30.9 g per serving/7.7 g per 100 ml (Table 5). This is an increase on the average sugar content of the sugar-sweetened drinks sampled in 2019, which was 22.6 g per serving/6 g per 100 ml, equivalent to an increase of roughly two teaspoons of sugar per serving.

Table 5: Energy drink sugar content in grams and teaspoons per 100 ml and per serving in 2015, 2019, and 2026.

	2015	2019	2026
Mean sugar content per 100 ml	10	6	7.7
Mean sugar content per serving (g)	31	22.6	30.9
Mean sugar content per serving (teaspoons*)	7.7	5.7	7.7
Range of sugar per serving (g)	11-55	3.5-70	9.9-70
Range of sugar per serving (teaspoons*)	2.7-13.7	1-17.5	2.5-17.5

* A level teaspoon of sugar is 4 g

The sugar content of regular energy drinks by common serving sizes were:

- Per 250 ml serving – mean sugar content of 21.7 g with a range of 9.9-27.5 g. (equivalent to 2.5-7 level teaspoons of sugar).
- Per 500 ml serving – mean sugar content of 41.8 g with a range of 19-70 g. (equivalent to 4.75-17.5 level teaspoons of sugar).

As previously outlined, the three leading energy drink brands accounted for 67.9 % of the energy drinks market in Ireland in 2024 and therefore represent a substantial proportion of energy drink sales on the island of Ireland. When these brands were compared over time (Table 6), Lucozade was the only brand to show a change in sugar content per serving, decreasing from 33.1 g per serving in 2015 to 17.1 g per serving in 2019. Sugar content remained unchanged between 2019 and 2026. The caffeine content per serving remained unchanged across all three leading brands between 2015 and 2026.

Table 6: Energy drink sugar and caffeine content per serving of original flavours from top brands in 2015, 2019 and 2026

	Lucozade (Suntory Holdings Ltd)	Red Bull (Red Bull GmbH)	Monster Energy (Monster Beverage Corp)
Serving size (ml)	380	250	500
2015 Caffeine (mg)	No data	80	160
2019 Caffeine (mg)	46	80	160
2026 Caffeine (mg)	46	80	160
2015 Sugar (g)	33.1	27.5	55
2019 Sugar (g)	17.1	27.5	55
2026 Sugar (g)	17.1	27.5	55

Prior to the implementation of the sugar tax, the 2015 survey found that 74 % of energy drinks would have been liable for taxation i.e. at least 5 g of sugar per 100 ml (Table 7). The 2019 data showed that 41 % of energy drinks were liable for taxation, while in 2026 only 31 % of drinks are liable for taxation.

Table 7: Number of energy drinks eligible for sugar tax levy (>5 g sugar/100 ml) in 2015, 2019 and 2026

	Liable for sugar tax % (n)	Not liable for sugar tax % (n)
2015	74 % (29)	26 % (10)
2019	41 % (17)	59 % (25)
2026	31 % (24)	69 % (53)

The caffeine content saw a slight increase between 2019 and 2026 (Table 8). In 2026, the caffeine content ranged from 36-200 mg per serving with a mean caffeine content of 115 mg per serving, equivalent to 1.4 cups of espresso. In contrast, in 2019 the mean caffeine content was 100 mg per serving, which is equivalent to 1.25 cups of espresso and caffeine levels ranged from 46 mg per serving to 160 mg per serving. The data shows that the increase in caffeine from 2019 to 2026 is apparent only for mean caffeine per serving and is a negligible difference per 100 ml (29 mg in 2019 vs 29.1 mg in 2026), highlighting the importance of serving size.

Table 8: Caffeine content of energy drinks per serving in 2015, 2019 and 2026

	Mean caffeine per serving (mg)	Mean caffeine per 100 ml (mg)	Range per serving (mg)	Equivalent espressos (cups)* per serving
2015	90	30.7	37.5-160	1.125
2019	100.3	29	46-160	1.25
2026	115.2	29.1	36-200	1.4

* An espresso contains 80 mg caffeine (European Food Safety Authority, 2015)

Key findings

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Attitudes and behaviours survey

- Respondents aged 15-24 years reported consuming the highest proportion of energy drinks - 54 % reported consuming energy drinks at least once a week.
- The most commonly reported reason for consuming energy drinks was for an energy boost (51 %), closely followed by taste (45 %). Other reasons for drinking energy drinks involved increased performance in physical activity (19 %), and work/study (13 %). While reported separately, these motivations may overlap, as consumers may associate increased energy with improved physical or cognitive performance.
- Almost all (97 %) survey participants were either fully aware (87 %) or somewhat aware (11 %) of the potential negative effects of energy drink consumption, and the majority of respondents across all age groups (77 %) either strongly or somewhat supported the implementation of an age-related restriction on sales of energy drinks.

Energy drinks survey

- The number of energy drinks available for purchase in supermarkets on the island of Ireland increased substantially, from 39 in 2015 and 42 in 2019 to 77 in 2026.
- There was a large increase in the proportion of drinks sold in 500 ml serving sizes from 2019 (38 %, n=16) to 2026 (55 %, n = 64).
- There was a large reduction in the proportion of drinks sold in 250 ml serving sizes from 2019 (60 %, n=25) to 2026 (37 % n=43).
- Most energy drinks were sold as a single serving. All volumes of cans, and bottles below 500 ml were sold as 1 serving. Only some resealable bottles with a volume of 500 ml and above state multiple servings on the package.

Caffeine and sugar content of energy drinks

- The sugar content of the 44 regular sampled energy drinks increased both per 100 ml and per serving from 2019 to 2026: from 6 g / 100 ml to 7.7 g / 100 ml and from 22.6 g / serving to 30.9 g / serving. This increase is equivalent to roughly 2 teaspoons of sugar per serving. This contrasts with the reduction in average sugar content per serving observed between 2015 and 2019 which coincided with the introduction of the sugar levy in 2018.
- This increase occurred alongside a reduction in the proportion of products containing more than 5 g of sugar per 100 ml. The proportion of products eligible for the sugar levy fell from 41 % in 2019 to 31 % in 2026, indicating that more products were formulated below the levy threshold. Together, these findings suggest that while a greater proportion of products met the levy threshold in 2026, some sugar-containing products continued to contain relatively high levels of sugar, contributing to an increase in average sugar content across the products surveyed.
- There was little change in the proportion of energy drinks that contain reduced sugar and sweeteners, such as aspartame or saccharin, from 2019 (36 %, n=15) to 2026 (37 %, n=43).
- The mean caffeine content of all energy drinks increased from 100 mg to 115 mg per serving (80 mg in espresso cup) but remained the same per 100 ml.
- The changes in the sugar and caffeine content of the energy drinks surveyed need to be considered in the context of a marketplace where the 3 leading brands have a combined market share of 67.9 %. The sugar and caffeine content of these 3 brands' original flavours has seen no change from 2019 to 2026.

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Appendixes

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Appendix 1 – Safetrak survey questions

INTERVIEWER: READ OUT: Now I would like to ask you some questions about your attitudes towards energy drinks. Energy drinks are a type of soft drink that contains stimulant compounds such as caffeine and taurine. Popular brands in Ireland/Northern Ireland are Lucozade, Monster, and Red Bull.

ASK ALL RESPONDENTS

Question: How often do you consume energy drinks?

- Daily
- Several times a week
- Once a week
- A few times a month
- Once a month
- Less often than once a month

ASK ALL RESPONDENTS

Question: For which of the following reasons do you consume energy drinks?

- I like the taste
- For an energy boost
- To help with physical activities/sports
- To help with tasks e.g. work studying etc.
- As an alternative for coffee or other caffeinated drinks
- To mix with alcohol
- Because they are easily available/often promoted
- Because my friends/family members drink them
- For social occasions e.g. parties gatherings
- Because they are cheap/good value
- Other

ASK PARENTS/GUARDIANS ONLY

Question: You said you're a parent/guardian of a child aged under 18. How often do your kid/kids consume energy drinks?

- Daily
- Several times a week
- Once a week
- A few times a month
- Once a month
- Less often than once a month
- Never

ASK ALL RESPONDENTS

Question: Are you aware that energy drinks can contain high levels of caffeine and sugar which may negatively affect sleep concentration and mood particularly in children and young people?

- Yes I'm fully aware
- Yes I'm somewhat aware
- No I'm not aware

ASK ALL RESPONDENTS

Question: How do you feel about implementing a legal age restriction for buying energy drinks in Ireland/Northern Ireland e.g. banning sales to those under 16?

- Strongly support
 - Somewhat support
 - Neutral
 - Somewhat oppose
 - Strongly oppose
 - Don't Know
- 

Appendix 2 – Energy drink products identified from brand and supermarket websites

Brand	Product/Flavour	Category	250 ml	500 ml	Any other size
Bolt (Sainsburys)	Blue Bolt	Regular	YES	NO	NO
Boost	Boost Energy Blue Raspberry	Regular	YES	NO	NO
Boost	Boost Energy Cherry	Regular	YES	NO	NO
Boost	Boost Energy Lemon and Lime	Regular	YES	NO	NO
Boost	Boost Energy Mango	Regular	YES	NO	NO
Boost	Boost Energy Original	Regular	YES	YES	YES
Boost	Boost Energy Red Berry	Regular	YES	NO	NO
Boost	Boost Juic'd Mango and Tropical Blitz	Regular	YES	NO	NO
Boost	Boost Juic'd Pineapple and Guava Punch	Regular	YES	NO	NO
Boost	Boost Juic'd Tropical Fruit Sour Punch	Regular	YES	NO	NO
BPM	Focus Fruit Punch	Regular	NO	YES	NO
BPM	Focus Red Berry	Regular	NO	YES	NO
BPM	Focus White Citrus	Regular	NO	YES	NO
Chrg (ASDA)	Chrg	Regular	YES	NO	NO
KX Blue Spark (Tesco)	KX Blue Spark	Regular	YES	NO	YES
Lucozade	Alert Blue Rush	Regular	NO	YES	YES
Lucozade	Alert Cherry Blast	Regular	NO	YES	YES
Lucozade	Alert Original	Regular	NO	YES	YES
Lucozade	Alert Tropical Burst	Regular	NO	YES	YES
Lucozade	Alert Ultimate	Regular	YES	NO	NO

Brand	Product/Flavour	Category	250 ml	500 ml	Any other size
Lucozade	Apple	Regular	NO	NO	YES
Lucozade	Blue Burst	Regular	NO	NO	YES
Lucozade	Caribbean Crush	Regular	NO	NO	YES
Lucozade	Cherry	Regular	NO	NO	YES
Lucozade	Orange	Regular	NO	YES	YES
Lucozade	Original	Regular	NO	YES	YES
Monster	Juiced Aussie Lemonade	Regular	NO	YES	NO
Monster	Juiced Bad Apple	Regular	NO	YES	NO
Monster	Juiced Khaotic	Regular	NO	YES	NO
Monster	Juiced Mango Loco	Regular	NO	YES	NO
Monster	Juiced Mixxd Punch	Regular	NO	YES	NO
Monster	Juiced Monarch	Regular	NO	YES	NO
Monster	Juiced Pacific Punch	Regular	NO	YES	NO
Monster	Juiced Pipeline Punch	Regular	NO	YES	NO
Monster	Juiced Rio Punch	Regular	NO	YES	NO
Monster	Juiced Viking Berry	Regular	NO	YES	NO
Monster	Nitro	Regular	NO	YES	NO
Monster	Original	Regular	NO	YES	NO
Monster	VR46 / The Doctor	Regular	NO	YES	NO
Redbull	Apricot Edition	Regular	YES	NO	YES
Redbull	Blue Edition	Regular	YES	NO	YES
Redbull	Coconut Edition	Regular	YES	NO	YES
Redbull	Green Edition	Regular	YES	NO	YES
Redbull	Ice Edition	Regular	YES	NO	YES
Redbull	Original Red Bull	Regular	YES	NO	YES
Redbull	Peach Edition	Regular	YES	NO	YES
Redbull	Red Edition	Regular	YES	NO	YES

Brand	Product/Flavour	Category	250 ml	500 ml	Any other size
Redbull	Ruby Edition	Regular	YES	NO	YES
Redbull	Spring Edition	Regular	YES	NO	YES
Redbull	Summer Edition	Regular	YES	NO	YES
Redbull	Tropical Edition	Regular	YES	NO	YES
Redbull	Winter Apple Edition	Regular	YES	NO	YES
Relentless	Cherry	Regular	NO	YES	NO
Relentless	Fruit Punch	Regular	NO	YES	NO
Relentless	Guava	Regular	NO	YES	NO
Relentless	Origin	Regular	NO	YES	NO
Relentless	White Citrus	Regular	NO	YES	NO
Rockstar	Blueberry Pomegranate	Regular	NO	YES	NO
Rockstar	Mango	Regular	NO	YES	NO
Rockstar	Original	Regular	NO	YES	NO
Rockstar	Tropical Guava	Regular	NO	YES	NO
Rubicon	Apple and Guava	Regular	NO	YES	NO
Rubicon	Berry and Grape	Regular	NO	YES	NO
Rubicon	Orange and Mango	Regular	NO	YES	NO
Rubicon	Peach and Apricot	Regular	NO	YES	NO
Rubicon	Pineapple and Passionfruit	Regular	NO	YES	NO
Rubicon	Raspberry and Blueberry	Regular	NO	YES	NO
Tenzing	Fiery Mango	Regular	NO	NO	YES
Tenzing	Lime and Mint	Regular	NO	NO	YES
Tenzing	Original Recipe	Regular	NO	NO	YES
Tenzing	Peach and Honey Melon	Regular	NO	NO	YES
Tenzing	Pineapple and Passionfruit	Regular	NO	NO	YES
Tenzing	Raspberry and Yuzu	Regular	NO	NO	YES
Bolt (Sainsburys)	Blue Bolt Zero	Reduced Sugar	YES	NO	NO

Brand	Product/Flavour	Category	250 ml	500 ml	Any other size
Bolt (Sainsburys)	Pink Bolt Zero	Reduced Sugar	YES	NO	NO
Bolt (Sainsburys)	Tropical Bolt Zero	Reduced Sugar	YES	NO	NO
Boost	Boost Energy Sugar Free Apple and Raspberry	Reduced Sugar	YES	NO	NO
Boost	Boost Energy Sugar Free Tropical	Reduced Sugar	YES	NO	NO
Boost	Boost Energy Sugar Free	Reduced Sugar	YES	YES	YES
Chrg (ASDA)	Diet Chrg	Reduced Sugar	YES	NO	NO
KX Blue Spark (Tesco)	KX Blue Spark Sugar Free	Reduced Sugar	YES	NO	YES
Lucozade	Alert Mango Peachade Zero	Reduced Sugar	NO	YES	YES
Lucozade	Grafruiti	Reduced Sugar	NO	YES	YES
Lucozade	Orange Zero	Reduced Sugar	NO	YES	YES
Lucozade	Original Zero	Reduced Sugar	NO	YES	YES
Lucozade	Pink Lemonade Zero	Reduced Sugar	NO	YES	YES
Lucozade	Tropical Zero	Reduced Sugar	NO	NO	YES
Monster	Full Throttle Zero Sugar	Reduced Sugar	NO	YES	NO
Monster	Lando Norris Zero Sugar	Reduced Sugar	NO	YES	NO
Monster	The Original Zero Sugar	Reduced Sugar	NO	YES	NO
Monster	Ultra	Reduced Sugar	NO	YES	NO
Monster	Ultra Black	Reduced Sugar	NO	YES	NO
Monster	Ultra Blue	Reduced Sugar	NO	YES	NO
Monster	Ultra Fantasy Ruby Red	Reduced Sugar	NO	YES	NO
Monster	Ultra Fiesta Mango	Reduced Sugar	NO	YES	NO
Monster	Ultra Gold	Reduced Sugar	NO	YES	NO
Monster	Ultra Paradise	Reduced Sugar	NO	YES	NO
Monster	Ultra Peachy Keen	Reduced Sugar	NO	YES	NO
Monster	Ultra Red	Reduced Sugar	NO	YES	NO
Monster	Ultra Rosa	Reduced Sugar	NO	YES	NO
Monster	Ultra Strawberry Dreams	Reduced Sugar	NO	YES	NO

Brand	Product/Flavour	Category	250 ml	500 ml	Any other size
Monster	Ultra Violet	Reduced Sugar	NO	YES	NO
Monster	Ultra Watermelon	Reduced Sugar	NO	YES	NO
Redbull	Ice Edition	Reduced Sugar	YES	NO	YES
Redbull	Lilac Edition Sugarfree	Reduced Sugar	YES	NO	YES
Redbull	Peach Edition Sugarfree	Reduced Sugar	YES	NO	YES
Redbull	Pink Edition Sugarfree	Reduced Sugar	YES	NO	YES
Redbull	Red Bull Sugarfree	Reduced Sugar	YES	NO	YES
Redbull	Red Bull Zero	Reduced Sugar	YES	NO	YES
Redbull	Spring Edition Sugarfree	Reduced Sugar	YES	NO	YES
Redbull	Summer Edition	Reduced Sugar	YES	NO	YES
Redbull	Winter Apple Edition Sugarfree	Reduced Sugar	YES	NO	YES
Relentless	Zero Sugar Raspberry	Reduced Sugar	NO	YES	NO
Rockstar	Blueberry Zero Sugar	Reduced Sugar	NO	YES	NO
Rockstar	Watermelon Kiwi Zero Sugar	Reduced Sugar	NO	YES	NO
Rubicon	Peach and Berry Zero	Reduced Sugar	NO	YES	NO

Appendix 3 – Caffeine and sugar content of energy drinks for sale in top six supermarkets on the island of Ireland

Brand	Product /Flavour	Category	Product Sizes Available (ml)	Serving size (ml)	Calories (KCal) per serving*	Sugar (g) per 100 ml*	Sugar (g) per serving*	Sugar (g) per serving in teaspoons*	Caffeine (mg) per 100 ml	Caffeine (mg) per serving	Caffeine (mg) in cups of espresso per serving.
Bolt (Sainsburys)	Blue Bolt	Regular	250	250	53.0	4.4	11.1	2.8	30.0	75.0	0.9
Boost	Original	Regular	250/1000	250	49.0	4.3	11.0	2.8	30.0	75.0	0.9
BPM	Fruit Punch	Regular	500	500	268.0	13.0	65.0	16.3	25.0	125.0	1.6
BPM	Red Berry	Regular	500	500	290.0	14.0	70.0	17.5	14.0	70.0	0.9
BPM	White Citrus	Regular	500	500	268.0	13.0	65.0	16.3	25.0	125.0	1.6
Chrg (ASDA)	Original	Regular	250	250	49.0	4.0	9.9	2.5	30.0	75.0	0.9
KX Blue Spark (Tesco)	Original	Regular	250	250	56.0	4.8	11.9	3.0	30.0	75.0	0.9
Lucozade	Alert Blue Rush	Regular	500	500	84.0	4.0	20.0	5.0	32.0	160.0	2.0
Lucozade	Alert Original	Regular	500	500	83.0	3.8	19.1	4.8	32.0	160.0	2.0
Lucozade	Alert Ultimate	Regular	250	250	55.0	4.5	11.3	2.8	31.0	77.5	1.0
Lucozade	Apple	Regular	380/900	380	133.0	4.3	16.3	4.1	12.0	45.6	0.6
Lucozade	Blue Burst	Regular	380/900	380	102.0	4.2	12.6	3.2	12.0	45.6	0.6
Lucozade	Caribbean Crush	Regular	380/900	380	136.8	4.5	17.1	4.3	12.0	45.6	0.6
Lucozade	Cherry	Regular	380/900	380	133.0	4.3	16.3	4.1	12.0	45.6	0.6
Lucozade	Orange	Regular	330/380/500/900	380	133.0	4.5	17.1	4.3	12.0	45.6	0.6
Lucozade	Original	Regular	330/380/500/900	330	123.0	4.5	14.8	3.7	12.0	39.6	0.5

Brand	Product /Flavour	Category	Product Sizes Available (ml)	Serving size (ml)	Calories (KCal) per serving*	Sugar (g) per 100 ml*	Sugar (g) per serving*	Sugar (g) per serving in teaspoons*	Caffeine (mg) per 100 ml	Caffeine (mg) per serving	Caffeine (mg) in cups of espresso per serving.
Monster	Juiced Aussie Lemonade	Regular	500	500	208.0	9.7	48.0	12.0	32.0	160.0	2.0
Monster	Juiced Bad Apple	Regular	500	500	180.0	8.2	41.0	10.3	32.0	160.0	2.0
Monster	Juiced Khaotic	Regular	500	500	170.0	7.8	39.0	9.8	32.0	160.0	2.0
Monster	Juiced Mango Loco	Regular	500	500	245.0	12.0	58.0	14.5	32.0	160.0	2.0
Monster	Juiced Mixxd Punch	Regular	500	500	197.0	9.1	45.0	11.3	32.0	160.0	2.0
Monster	Juiced Monarch	Regular	500	500	218.0	10.0	52.0	13.0	32.0	160.0	2.0
Monster	Juiced Pacific Punch	Regular	500	500	230.0	11.0	55.0	13.8	32.0	160.0	2.0
Monster	Juiced Pipeline Punch	Regular	500	500	225.0	10.0	50.0	12.5	32.0	160.0	2.0
Monster	Juiced Rio Punch	Regular	500	500	152.0	7.0	35.0	8.8	32.0	160.0	2.0
Monster	Juiced Viking Berry	Regular	500	500	174.0	7.6	38.0	9.5	32.0	160.0	2.0
Monster	Nitro	Regular	500	500	233.0	11.0	53	13.3	32.0	160.0	2.0
Monster	Original	Regular	500	500	237.0	11.0	55.0	13.8	32.0	160.0	2.0
Monster	VR46 / The Doctor	Regular	500	500	220.0	10.0	50.0	12.5	32.0	160.0	2.0
Redbull	Apricot Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Blue Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Coconut Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Original	Regular	250/355/473	250	115.0	11.0	27.5	6.9	32.0	80.0	1.0

Brand	Product /Flavour	Category	Product Sizes Available (ml)	Serving size (ml)	Calories (KCal) per serving*	Sugar (g) per 100 ml*	Sugar (g) per serving*	Sugar (g) per serving in teaspoons*	Caffeine (mg) per 100 ml	Caffeine (mg) per serving	Caffeine (mg) in cups of espresso per serving.
Redbull	Peach Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Red Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Spring Edition	Regular	250/355/473	250	112.5	11.0	27.5	6.9	32.0	80.0	1.0
Redbull	Tropical Edition	Regular	250/355/473	250	115.0	11.0	27.5	6.9	32.0	80.0	1.0
Relentless	Cherry	Regular	500	500	103.3	4.2	21	5.3	32.0	160.0	2.0
Relentless	Fruit Punch	Regular	500	500	90.0	4.2	21	5.3	32.0	160.0	2.0
Relentless	Origin	Regular	500	500	86.0	3.7	19.0	4.8	32.0	160.0	2.0
Rockstar	Blueberry Pomegranate	Regular	500	500	89.0	4.2	21	5.3	40.0	200.0	2.5
Rockstar	Tropical Guava	Regular	500	500	94.0	4.2	21.0	5.3	40.0	200.0	2.5
Tenzing	Pineapple and Passionfruit	Regular	330	330	62.7	4.5	14.9	3.7	32.0	105.6	1.3
Tenzing	Raspberry and Yuzu	Regular	330	330	62.7	4.5	14.9	3.7	32.0	105.6	1.3
Bolt (Sainsburys)	Blue Bolt Zero	Reduced Sugar	250	250	-	-	-	-	30.0	75.0	0.9
Bolt (Sainsburys)	Pink Bolt Zero	Reduced Sugar	250	250	-	-	-	-	30.0	75.0	0.9
Bolt (Sainsburys)	Tropical Bolt Zero	Reduced Sugar	250	250	-	-	-	-	30.0	75.0	0.9
Chrg (ASDA)	Original	Reduced Sugar	250	250	-	-	-	-	30.0	75.0	0.9
KX Blue Spark (Tesco)	Original	Reduced Sugar	250	250	-	-	-	-	30.0	75.0	0.9
Lucozade	Grafrutti	Reduced Sugar	380/900	300	-	-	-	-	12.0	36.0	0.5
Lucozade	Orange Zero	Reduced Sugar	330/380/500/900	300	-	-	-	-	12.0	36.0	0.5

Brand	Product /Flavour	Category	Product Sizes Available (ml)	Serving size (ml)	Calories (KCal) per serving*	Sugar (g) per 100 ml*	Sugar (g) per serving*	Sugar (g) per serving in teaspoons*	Caffeine (mg) per 100 ml	Caffeine (mg) per serving	Caffeine (mg) in cups of espresso per serving.
Lucozade	Original Zero	Reduced Sugar	330/380/500/900	380	-	-	-	-	12.0	45.6	0.6
Lucozade	Pink Lemonade Zero	Reduced Sugar	380/900	380	-	-	-	-	12.0	45.6	0.6
Monster	Full Throttle Zero Sugar	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Lando Norris	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Original Zero	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra	Reduced Sugar	500	500	-	-	-	-	30.0	150.0	1.9
Monster	Ultra Black	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Blue	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Fantasy Ruby Red	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Fiesta Mango	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Gold	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Paradise	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Peachy Keen	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Red	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Rosa	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Strawberry Dreams	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Monster	Ultra Violet	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0

Brand	Product /Flavour	Category	Product Sizes Available (ml)	Serving size (ml)	Calories (KCal) per serving*	Sugar (g) per 100 ml*	Sugar (g) per serving*	Sugar (g) per serving in teaspoons*	Caffeine (mg) per 100 ml	Caffeine (mg) per serving	Caffeine (mg) in cups of espresso per serving.
Monster	Ultra Watermelon	Reduced Sugar	500	500	-	-	-	-	32.0	160.0	2.0
Redbull	Ice Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Lilac Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Peach Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Pink Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Red bull Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Red bull Zero	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Spring Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0
Redbull	Winter Apple Edition Sugarfree	Reduced Sugar	250/355/473	250	-	-	-	-	32.0	80.0	1.0

*Reduced-sugar energy drinks were excluded from analyses of sugar and calorie content. These analyses were restricted to sugar-sweetened energy drinks.

