

Energy Drinks - US - August 2013

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“Current energy drink, shot, and mix users have been affected by the scrutiny regarding the safety and health effects of the category. Educational outreach is necessary to help current users feel confident that their choice of energy drink, shot, or mix has no adverse effects. Informative marketing also could broaden the appeal of the category, which is not used by the majority of adults.”
– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- How can manufacturers allay consumers' safety and health concerns?
- Can the declining energy shot segment be revitalized?
- Following a boost in sales, are energy mixes the future of the category?
- Can non-users be convinced to try energy beverages?

In the fall of 2012, the energy beverage category found itself embroiled in controversy following a series of lawsuits challenging the safety and health effects of the drinks. Despite the high-profile media coverage and resulting government proposals, the category is estimated to have \$11.3 billion in sales in 2013, an increase of \$1.7 billion compared to 2012 performance.

The 32% of adults aged 18+ who use energy drinks and 22% of adults who drink energy shots continue to fuel the category's success with their loyal consumption regardless of the controversy about the category. However, these current users are likely to say they are worried about the safety and health effects of energy beverages. Indeed, a portion also is cutting back due to their concerns. Thus, manufacturers must address the allegations regarding the safety and health effects of energy drinks, shots, and mixes in order to retain current users—and hopefully reassure non-users that the products are safe solutions to anyone's energy slump.

This report builds on the analyses presented in Mintel's *Energy Drinks and Energy Shots – U.S., June 2012* as well as similar report titles from August 2011, July 2010, July 2009, July 2008, March 2007, July 2006, and July 2003, as well as many other reports such as *Non-alcoholic Beverages: The Market – U.S., April 2011* and *Non-alcoholic Beverages: The Shopper – U.S., May 2011*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

The market
 Category continues upward trajectory despite stagnant use, recent controversy
 Figure 1: Total U.S. sales and fan chart forecast of energy drinks, shots, and mixes, at current prices, 2008-18

Energy drinks continue to dominate market, but energy mixes catching on quickly
 Figure 2: Total U.S. sales and forecast of energy drinks, shots, and mixes, by segment, 2008-18

Market factors
 Retail channels
 Rise of other retail channel exceeds category's growth trajectory
 Key players
 Red Bull maintains its lead, while innovations from Monster and Kraft take share
 New energy drink, shot launches trend downward since 2008
 Figure 3: U.S. energy drink and shot launches, by year, 2007-13*

The consumer
 Energy beverage usage remaining stagnant, but some adults are cutting back
 Figure 4: Personal consumption of energy drinks and/or energy shots, May 2013

Efficacy, convenience leading reasons why adults drink energy beverages
 Figure 5: Top five reasons for personal consumption of energy beverages, by race/Hispanic origin, May 2013

Lack of need, health and safety concerns fuel cut backs, deter some adults entirely
 Figure 6: Top three reasons for not drinking energy drinks or energy shots, May 2013

Teen consumption also declining, complicating category's future
 Figure 7: Personal consumption of energy drinks among teens, October 2007-November 2012

What we think

Issues and Insights

How can manufacturers allay consumers' safety and health concerns?
 Insight: Make education an integral part of marketing

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Can the declining energy shot segment be revitalized?

Insight: Promotions, new products, and brand extensions could reverse slump

Following a boost in sales, are energy mixes the future of the category?

Insight: Mixes could bring in new users with the promise of customization

Can non-users be convinced to try energy beverages?

Insight: Assert safety, productivity of existing products while creating new options

Trend Applications

Trend: Life Hacking

Trend: Supernanny State

Mintel Futures: Brand Intervention

Market Size and Forecast

Key points

Category continues upward trajectory despite stagnant use, controversy

Figure 8: Total U.S. retail sales and forecast of energy drinks, shots, and mixes, at current prices, 2008-18

Figure 9: Total U.S. retail sales and forecast of energy drinks, shots, and mixes, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 10: Total U.S. sales and fan chart forecast of energy drinks, shots, and mixes, at current prices, 2008-18

Market Drivers

Key points

Lawsuits, proposed bans continue, creating a challenging marketplace

Lower unemployment rates could boost category sales

Figure 11: Personal consumption of energy drinks and/or energy shots, by employment, May 2013

Consumption among young adults fuels category; teen use dropping

Figure 12: Personal consumption of energy drinks and/or energy shots, by generations, May 2013

Figure 13: Personal consumption of energy drinks among teens aged 12-17, October 2007-November 2012

Figure 14: Personal consumption of energy drinks, October 2007-November 2012

Multicultural populations continue to see substantial growth

Figure 15: Personal consumption of energy drinks and/or energy shots, by race and Hispanic origin, May 2013

Figure 16: Personal consumption of energy drinks, by race/Hispanic origin, January 2012-March 2013

Competitive Context

Key points

Time of day helps consumers choose their consumable energy choices

Figure 17: Timing and choice of beverages and foods consumed for energy, May 2013

Figure 18: Timing and choice of energy drinks and/or energy shots consumed for energy, May 2013

Energy claims expand into other food, drink categories

Segment Performance

Key points

Energy drinks rule category, but energy mixes are shooting stars

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Figure 19: Total U.S. retail sales of energy drinks, shots, and mixes, by segment, at current prices, 2011 and 2013

Customization edges out convenience: Mixes to surpass shots in 2016

Figure 20: Total U.S. sales and forecast of energy drinks, shots, and mixes, by segment, 2008-18

Retail Channels

Key points

Price, convenience of other retail channel wins over energy-seekers

Figure 21: Total U.S. retail sales of energy beverages, by channel, at current prices, 2011-13

Rise of other retail channel exceeds category's growth trajectory

Figure 22: Total U.S. retail sales of energy beverages, by channel, at current prices, 2008-13

Mass merchandise, club stores popular among energy shot buyers

Figure 23: Retail channels where energy drinks/shots are purchased, May 2013

Gas station, convenience stores have a niche with younger buyers

Figure 24: Retail channels where energy beverages are purchased, by gender and age, May 2013

Supermarkets top choice in Northeast, West; Walmart in Midwest, South

Figure 25: Retail channels where energy beverages are purchased, by gender and age, May 2013

Leading Companies

Key points

Red Bull maintains top spot, while Monster and Kraft gain share

Figure 26: MULO sales of energy drinks, shots, and mixes, by leading companies, rolling 52 weeks 2012 and 2013

Brand Share—Energy Drinks

Key points

No-calorie, multi-functional, natural accelerate energy drink segment

Figure 27: MULO sales of energy drinks, by leading companies, rolling 52 weeks 2012 and 2013

Editions expand Red Bull's portfolio with three flavored options

Consumers say 'yes' to Monster Rehab, zero-calorie line extensions

PepsiCo encounters static with re-brand of Amp portfolio

Asians more open to a range of brands, blacks most brand loyal

Figure 28: Brand consumption of energy drinks, by race/Hispanic origin, January 2012-March 2013

Figure 29: Brand consumption of energy drinks, by Hispanic origin and age, January 2012-March 2013

Monster outranks Red Bull among teens, youngest adults

Figure 30: Brand consumption of energy drinks, by age, January 2012-March 2013

Figure 31: Brand consumption of energy drinks, by gender and age, October 2011-November 2012

Brand Share—Energy Shots

Key points

Leading brands hang on as energy shot sales hit a slump

Figure 32: MULO sales of energy drinks, by leading companies, rolling 52 weeks 2012 and 2013

5-Hour Energy users also active in energy drink segment

Figure 33: Any personal consumption of energy drinks and/or energy shots, by brands, May 2013

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Brand Share—Energy Mixes

Key points

Kraft's MiO Energy revitalizes energy mix segment with liquid format

Figure 34: MULO sales of energy drink mixes, by leading companies, rolling 52 weeks 2012 and 2013

Energy mixes enjoy high crossover among energy beverage users

Innovations and Innovators

New products, range extensions continue to lead energy innovations

Figure 35: U.S. energy drink and shot launches, by launch type, 2007-13*

Energy drinks make up more than half of launches, mixes growing

Flavor innovations broaden appeal with sour, sweet additions

Packaging addresses serving concerns, increases on-shelf appeal

Handful of U.S., global products opt for energy without the caffeine

Marketing Strategies

Overview of the brand landscape

Brand analysis: Red Bull

TV presence

Figure 36: Red Bull, "Beyond Limits" television ad, 2012-13

Figure 37: Red Bull, "Big Waves" television ad, 2012-13

Brand analysis: 5-Hour Energy

Online initiatives

TV presence

Figure 38: 5-Hour Energy, "Great Combination," 2013

Figure 39: 5-Hour Energy, "Energy Galore," 2012-13

Brand analysis: NOS

TV presence

Figure 40: NOS energy drink, "No Nonsense Hit" television ad, 2012-13

Social Media

Key points

Key social media metrics

Figure 41: Key brand metrics, energy drinks/shots brands, July 2013

Market overview

Brand usage and awareness

Figure 42: Usage and awareness of selected energy drink and/or energy shot brands, July 2013

Interaction with brands

Figure 43: Interaction with selected energy drink and/or energy shot brands, July 2013

Online conversations

Figure 44: Online conversations on selected energy drink and/or energy shot brands, June 21-July 20, 2013

Where are people talking about energy drinks and shot brands?

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Figure 45: Online conversations on selected energy drink and/or energy shot brands, by page type, June 21-July 20, 2013

What are people talking about?

Figure 46: Types of conversations around selected energy drink and/or energy shot brands, June 21-July 20, 2013

Figure 47: Types of conversations around selected energy drink and/or energy shot brands, by day, June 21-July 20, 2013

Figure 48: Types of conversations around selected energy drink and/or energy shot brands, by page type June 21-July 20, 2013

Brand analysis

Monster

Figure 49: Monster key social media indicators, July 2013

Key online campaigns

What we think

Red Bull

Figure 50: Red Bull key social media indicators, July 2013

Key online campaigns

What we think

5-Hour Energy

Figure 51: 5-Hour Energy key social media indicators, July 2013

Key online campaigns

What we think

Rockstar

Figure 52: Rockstar key social media indicators, July 2013

Key online campaigns

What we think

NOS

Figure 53: NOS key social media indicators, July 2013

Key online campaigns

What we think

Amp Energy

Figure 54: Amp Energy key social media indicators, July 2013

Key online campaigns

What we think

The Consumer—Adult Energy Beverage Usage

Key points

Men more likely than women to use energy beverages, also cutting back

Figure 55: Personal consumption of energy drinks and/or energy shots, by gender, May 2013

People aged 18-24 equally likely to drink fewer energy drinks as more

Figure 56: Personal consumption of energy drinks and/or energy shots, by age, May 2013

Men more likely than women to drink both energy drinks and shots

Figure 57: Any personal consumption (net) of energy drinks and/or energy shots, by segment, May 2013

Men aged 18-34 report highest volume consumption among genders

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Figure 58: Personal consumption of energy drinks, by gender and age, January 2012-March 2013

Highest volume reported by respondents with lower household incomes

Figure 59: Personal consumption of energy drinks, by household income, January 2012-March 2013

Volume consumption trending downward, but not at dramatic rates

Figure 60: Personal consumption of energy drinks/shots, February 2008-March 2013

Afternoon leading occasion when users reach for energy

Figure 61: Afternoon choice of beverages and foods consumed for energy, by gender, May 2013

Figure 62: Afternoon consumption of energy drinks and/or energy shots for energy, by gender, May 2013

The Consumer—Attitudes toward Energy Beverages

Key points

Users believe energy beverages are more effective than other drinks

Figure 63: Reasons for personal consumption of energy beverages, by gender and age, May 2013

Reductions in energy beverage consumption spurred by health, cost

Figure 64: Reasons for consuming fewer energy drinks/energy shots, May 2013

Key consumers ages 18-34 have been influenced by negative news

Figure 65: Reasons for consuming fewer energy drinks, by age, May 2013

Women more likely to favor safety labeling, sales restrictions

Figure 66: Attitudes toward safety of energy beverages (any agree), by gender and age, May 2013

Energy drinks more likely than shots to require daily consumption

Figure 67: Attitudes toward usage and trial of energy beverages (any agree), by energy drink/shot users (any consumption), May 2013

Energy drink users, shot drinkers show clear delineation in preferences

Figure 68: Attitudes toward of energy drinks and energy shots (any agree), by energy drink/shot users (any consumption), May 2013

The Consumer—Attitudes of Non-Users

Key points

Lack of need, health concerns are main detractors for drinks or shots

Figure 69: Reasons for not consuming energy drinks or energy shots, May 2013

Health concerns more likely to dissuade women than men

Figure 70: Reasons for not consuming energy drinks, by gender, May 2013

Figure 71: Reasons for not consuming energy shots, by gender, May 2013

Target demographic of Matrix and Millennials also staying away

Figure 72: Reasons for not consuming energy drinks, by generations, May 2013

Manufacturers also have opportunity to target busy seniors

Respondents with children alarmed by ingredients, impact

Figure 73: Reasons for not consuming energy drinks, by presence of children in household, May 2013

Figure 74: Reasons for not consuming energy shots, by presence of children in household, May 2013

The Consumer—Teen Usage and Attitudes

Key points

Despite declining usage, energy remains popular with teens aged 15-17

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Figure 75: Personal consumption of energy drinks, by gender and age, October 2011-November 2012

Figure 76: Personal volume consumption of energy drinks, by gender and age, October 2011-November 2012

Other race teens are most likely to drink energy beverages

Figure 77: Personal consumption of energy drinks, by race and Hispanic origin, October 2011-November 2012

Teens unlikely to prioritize energy beverages when in need of a boost

Figure 78: Food or drink consumed by teens aged 12-17 for energy, June 2013

Boys aged 15-17 most likely to reach for energy drinks

Figure 79: Food or drink consumed by teens aged 12-17 for energy, by gender and age, June 2013

Energy drinks more effective than other food and drinks, say teen users

Figure 80: Reasons for consuming energy drinks among teens aged 12-17, June 2013

Race and Hispanic Origin

Key points

Other race, Hispanics active in both energy beverage segments

Figure 81: Any personal consumption (net) of energy drinks and/or energy shots, by segment, May 2013

Blacks energized by convenience, other race by taste, refreshment

Figure 82: Reasons for personal consumption of energy beverages, by race/Hispanic origin, May 2013

Young Hispanics report higher volume use than non-Hispanics

Figure 83: Personal consumption of energy drinks, Hispanic origin and age, January 2012-March 2013

Hispanics slightly more swayed by non-energy options for p.m. boost

Figure 84: Afternoon choice of beverages and foods consumed for energy, by Hispanic origin, May 2013

Figure 85: Afternoon choice of energy drinks and/or energy shots consumed for energy, by Hispanic origin, May 2013

Cluster Analysis

Fatigue Fighters

Demographics

Characteristics

Opportunity

Alternative Seekers

Demographics

Characteristics

Opportunity

Drink Devotees

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 86: Target clusters, May 2013

Figure 87: Personal consumption of energy drinks and/or energy shots, by target clusters, May 2013

Figure 88: Any personal consumption (net) of energy drinks and/or energy shots, by segment, by target clusters, May 2013

Figure 89: Retail channels where energy beverages are purchased, by target clusters, May 2013

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Figure 90: Reasons for personal consumption of energy beverages, by target clusters, May 2013

Figure 91: Timing and choice of beverages and foods consumed for energy, by target clusters, May 2013

Cluster demographic tables

Figure 92: Target clusters, by demographic, May 2013

Cluster methodology

Figure 93: Agreement with attitudes toward energy beverages, by target clusters, May 2013

Key Driver Analysis

Methodology

Innovation, fun reputation keeps consumers active in category

Figure 94: Key drivers of drinking more or the same amount of energy drinks and/or shots, August 2013

Users embrace brands for existing ranges, innovation welcomed by all

Figure 95: Key drivers of drinking energy drink and/or energy shots, by brand, August 2013

Information Resources Inc. Builders Panel Data

Overview—Energy drinks

Consumer insights on key purchase measures

Brand map

Figure 96: Brand map, selected brands of single-serving non-aseptic energy drinks buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 97: Key purchase measures for the top brands of single-serving non-aseptic energy drinks, by household penetration, 2012*

Appendix—Food and Beverage Market Drivers

Consumer confidence

Figure 98: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 99: U.S. unemployment rate, by month, 2002-13

Figure 100: U.S. unemployment and underemployment rates, 2007-13

Figure 101: Number of employed civilians in U.S., in thousands, 2007-13

Shifting U.S. demographics

Figure 102: U.S. population, by age, 2008-18

Figure 103: U.S. households, by presence of own children, 2002-12

Racial, ethnic population growth

Figure 104: U.S. population, by race and Hispanic origin, 2008, 2013, and 2018

Figure 105: Households with children, by race and Hispanic origin of householder, 2012

Appendix—Other Useful Consumer Tables

Segment performance

Figure 106: Total U.S. sales and forecast of energy drinks, at current prices, 2008-18

Figure 107: Total U.S. sales and forecast of energy shots, at current prices, 2008-18

Figure 108: Total U.S. sales and forecast of energy mixes, at current prices, 2008-18

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Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer—Adult energy beverage usage

- Figure 109: Any personal consumption of energy drinks and/or energy shots, by segment, May 2013
- Figure 110: Personal consumption of energy drinks and/or energy shots, by presence of children in household, May 2013
- Figure 111: Personal consumption of energy drinks and/or energy shots, by census region, January 2012-March 2013
- Figure 112: Personal consumption of energy drinks, by marital status with children, January 2012-March 2013
- Figure 113: Morning choice of beverages and foods consumed for energy, by gender, May 2013
- Figure 114: Morning choice of energy drinks and/or energy shots consumed for energy, by gender, May 2013
- Figure 115: Evening choice of beverages and foods consumed for energy, by gender, May 2013
- Figure 116: Evening choice of energy drinks and/or energy shots consumed for energy, by gender, May 2013
- Figure 117: Between meals choice of beverages and foods consumed for energy, by gender, May 2013
- Figure 118: Between meals choice of energy drinks and/or energy shots consumed for energy, by gender, May 2013

The Consumer—Attitudes toward energy beverages

- Figure 119: Reasons for any personal consumption of energy drinks/shots, May 2013
- Figure 120: Reasons for personal consumption of energy beverages, by region, May 2013
- Figure 121: Attitudes toward energy beverages (any agree), by gender, May 2013
- Figure 122: Attitudes toward safety and sales of energy beverages (any agree), by energy drink/shot users (any consumption), May 2013

The consumer—Attitudes of non-users

- Figure 123: Reasons for not consuming energy shot, by generations, May 2013
- Figure 124: Reasons for not consuming energy drinks, by census region, May 2013
- Figure 125: Reasons for not consuming energy drinks, by household income, May 2013

The consumer—Teen usage and attitudes

- Figure 126: Brand consumption of energy drinks, by Hispanic origin, October 2011-November 2012

Race and Hispanic origin

- Figure 127: Brand consumption of energy drinks, by race and household income, January 2012-March 2013

Appendix—Social Media

Brand usage and awareness

- Figure 128: Brand usage or awareness, May 2013
- Figure 129: Red bull usage or awareness, by demographics, May 2013
- Figure 130: Monster usage or awareness, by demographics, May 2013
- Figure 131: Rockstar usage or awareness, by demographics, May 2013
- Figure 132: 5-Hour Energy usage or awareness, by demographics, May 2013
- Figure 133: NOS usage or awareness, by demographics, May 2013
- Figure 134: Amp energy usage or awareness, by demographics, May 2013

Activities done

- Figure 135: Activities done, May 2013
- Figure 136: Red bull – Activities done, by demographics, May 2013
- Figure 137: Monster – Activities done, by demographics, May 2013
- Figure 138: Rockstar – Activities done, by demographics, May 2013
- Figure 139: 5-Hour energy – Activities done, by demographics, May 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 140: NOS – Activities done, by demographics, May 2013

Figure 141: Amp energy – Activities done, by demographics, May 2013

Online conversations

Figure 142: Online conversations on selected energy drinks/shots brands, June 21-July 20, 2013

Figure 143: Online conversations on selected energy drinks/shots brands, by page type, June 21-July 20, 2013

Figure 144: Types of conversations around selected energy drinks/shots brands, June 21-July 20, 2013

Figure 145: Types of conversations around selected energy drinks/shots brands, by day, June 21-July 20, 2013

Figure 146: Types of conversations around selected energy drinks/shots brands, by page type June 21-July 20, 2013

Appendix—Key Driver Analysis

Interpretation of results

Figure 147: Drivers of drinking energy drinks and/or energy shots – key driver output, August 2013

Figure 148: Drivers of drinking Red Bull energy drink – key driver output, August 2013

Figure 149: Drivers of drinking Monster energy drink – key driver output, August 2013

Figure 150: Drivers of drinking Rockstar energy drink – key driver output, August 2013

Figure 151: Drivers of drinking 5-Hour energy shot – key driver output, August 2013

Appendix—Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

Appendix—Trade Associations

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