

## Energy Drinks - US - August 2014

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

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"While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy drinks/shots."

– Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- What competes with the category that keeps it from being a more frequent beverage choice?
- Will consumer concerns force labeling changes?
- Is there a positive way to address energy drink consumption by kids and teens?

The energy drinks and shots category continues to be a solid performer, despite falling sales in 2013 from controversy and lawsuits that challenged its safety. The category posted gains between 2009 and 2014, and is forecast to continue its strong growth through 2019. Product innovation and marketing are benefiting overall category sales as consumer health concerns temper, and interest in energy, functionality, and flavor attract new and existing consumers.

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### DID YOU KNOW?

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Additional functionality  
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