

## Energy Drinks - US - May 2015

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

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The energy drink and shot category posted stellar gains of more than 50% between 2009 and 2014, thanks to consumers' needing extra energy for their hectic lifestyles and specific popularity with Millennials. It has recovered from its lowest sales gains in 2013, when the category came under fire for ingredient safety, and is expected to see strong growth through 2019, increasing an estimated 52% from 2014-19.

### This report looks at the following areas:

- Energy drinks experience growth, shots fight declines
- Core consumers going through lifestage shift
- Consumers influenced by advertising, family/friends, to switch brands

Total retail sales of energy drinks and shots posted gains in 2014, up from that experienced in 2013 when the category generated the most negative attention as consumers questioned its safety. Top players will likely continue to release new products, expand distribution and increase pricing to push the category trajectory upward through 2019. Opportunities exist in the nearly \$10 billion category to solidify brand relationships with older Millennial energy drink/shot users who are core consumers and entering a new lifestage.

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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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Limited editions

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