# Energy Drinks - US - 2022

**Report Price: £3695 | $4995 | €4400**

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## This report looks at the following areas:

- **Changes in consumers' energy drink shopping behaviors**
- **Opportunities for energy drink multipacks**
- **The growth of BFY energy drink brands**
- **Energy drink consumption occasions**

Energy drinks remain one of the strongest performing segments in the total non-alcoholic beverage industry, driven by consumers' widespread energy needs and a dedicated base of highly engaged category enthusiasts. 52% of energy drink consumers drink energy drinks multiple times per week or more often.

The energy drink category thrived throughout the pandemic, and the circumstantial changes to consumers' energy drink purchasing habits as a result will ultimately benefit the market's long-term outlook. Specifically, consumers upgraded their purchases of energy drink multipacks from conventional retailers throughout much of the pandemic. Multipack sales will remain high due in part to inflation-related economic concerns; 42% of consumers report buying more items in bulk in response to rising food and drink prices.

While poised for strong continued growth, the energy drink category nonetheless faces stiff competition from a litany of other energy-providing beverages, particularly RTD coffee. Brands must foster increased category engagement among lower-frequency energy drink consumers, including Gen Z consumers.

The fast growth of low-calorie, no-sugar energy drinks signals market opportunities for beverages that provide a noticeable energy boost with BFY attributes. Brands can break into new consumption occasions by celebrating consumers' return to missed events and activities while also doubling down on key energy need state occasions.

"Energy drink sales soared throughout 2020 and 2021, driven by pandemic-related stressors and increased work and home responsibilities. Sales will remain strong as more consumers continue to purchase energy drinks in multipack formats."
**- Caleb Bryant, Associate Director of Food and Drink Reports**

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## Table of Contents



### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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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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Figure 10: Total US retail sales and forecast of energy drinks and shots, by segment, at current prices, 2016-26

- **Energy drink consumers channel surf**

Figure 11: Total US retail sales of energy drinks and shots, by channel, at current prices, 2016-21
Figure 12: Total US retail sales of energy drinks and shots, by channel, at current prices, 2019 and 2021

## MARKET FACTORS

- **Workplace shifts begin to settle as pandemic stagnates**
- **Hustle culture lends itself to energy drink brand placement on social media**
- **Consumers return to c-stores**

## MARKET SHARES

- **Category leaders dominate the market but smaller players nip at their heels**

Figure 13: Multi-outlet sales of energy drinks, by leading companies and brands, rolling 52 weeks 2020 and 2021

## COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Celsius cracks the code for BFY energy drinks**

Figure 14: Attribute analysis, top two box – five point scale, Celsius vs all energy drinks, all energy drink product launches between January 2020 and February 2022

- **Zoa captures market share through a mix of health claims and star power**
- **New natural energy drinks must feature unique functional benefits**

Figure 15: Energy drink trial motivators, among non-category consumers, 2022
Figure 16: Ideal energy drink – additional benefits, 2020

- **Energy drinks can provide a sustained energy boost**
- **Yerba mate is a growing competitor**
- **Brands strengthen connection to the thriving gaming industry**
- **Energy drinks brands should foster communities**
- **Sports collaborations continue to hold opportunity for energy drink brands**

Figure 17: Sports merchandise and sponsorship behaviors, any likely, November 2021

- **Energy comes in many formats**
- **Mixing energy and alcohol**

## THE CONSUMER: FAST FACTS

## BEVERAGE CONSUMPTION

- **Energy drink consumers drink multiple energy-providing beverages**
  Figure 18: Beverage consumption, 2022
  Figure 19: beverage cross utilization, 2022

## ENERGY DRINK TRIAL MOTIVATORS AMONG NON-PARTICIPANTS

- **Attract new consumers by going beyond energy**
  Figure 20: Energy drink trail motivators, among non-category consumers, by gender and age, 2022
- **Natural and health claims appeal to Millennials**
  Figure 21: Energy drink trail motivators, among non-category consumers, by generation, 2022
- **Bring more Black consumers into the energy drink market through product innovation**
  Figure 22: Energy drink trail motivators, among non-category consumers, by race/ethnicity, 2022

## ENERGY DRINK CONSUMPTION FREQUENCY

- **Energy drink consumers have high category engagement**
  Figure 23: Energy drink consumption frequency, 2022
- **Energy drinks face a Gen Z problem**
  Figure 24: Energy drink consumption frequency, by generation and by gender and age, 2022
- **Forget the office coffee, remote workers rely on energy drinks**
  Figure 25: Energy drink consumption frequency, by WFH status and by education, 2022
- **Energy drink brands can do more to connect with Black consumers**
  Figure 26: Energy drink consumption frequency, by race/ethnicity, 2022

## PRIMARY ENERGY DRINK PURCHASE LOCATION

- **Alternative channels offer growth opportunities**
  Figure 27: Primary energy drink purchase location, 2022
  Figure 28: Primary energy drink purchase location, by energy drink consumption frequency, 2022

## REASONS FOR PRIMARY ENERGY DRINK PURCHASE LOCATION

- **C-stores offer quick energy but mass merchandisers win on price**
  Figure 29: Reasons for buying energy drinks from location most often, by where energy drinks are purchased most often, 2022

## ENERGY DRINK BRAND PURCHASES

- **Half of energy drink consumers purchase just two brands**
  Figure 30: Energy drink brand purchases, purchase most often and any purchase, 2022
  Figure 31: Number of energy drink brands purchased, 2022
  Figure 32: Energy drink brand purchasers – demographic profiles, index against all energy drink consumers, any purchase, 2022
- **High-frequency consumers like to shop around**
  Figure 33: Energy drink brand purchases, any purchase, by energy drink consumption frequency, 2022

## ENERGY DRINK PACK SIZE PURCHASES

- **Channel shifting indicates opportunities for multipack promotions**
  Figure 34: Energy drink pack size purchases, purchase most often and any purchase, 2022
  Figure 35: Energy drink pack size purchases, any purchase, by where energy drinks are purchased most often, 2022
- **High-frequency users stock up on energy drinks**
  Figure 36: Energy drink pack size purchases, any purchase, by energy drink consumption frequency, 2022

## ENERGY DRINK PURCHASE MOTIVATORS

- **Flavor innovation entices energy drink consumers**
  Figure 37: Energy drink purchase motivators, 2022
  Figure 38: Energy drink purchase motivators, by energy drink brand purchases – any purchase, 2022

## ENERGY DRINK FLAVOR INTEREST

- **Provide energy drink consumers flavor options**
  Figure 39: Energy drink flavor interest, by energy drink consumption frequency, 2022
  Figure 40: Energy drink flavor interest, by energy drink brand purchases – any purchase, 2022
- **Appeal to Black consumers through flavor innovation**

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