

Energy Drinks - US - 2022

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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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