This report looks at the following areas:

- Consumer energy drink consumption vs other energizing beverages
- Energizing beverage occasions
- Perceptions of BFY energy drinks
- Opportunities for energy drink brand differentiation

Energy drinks remain a growing segment of the wider non-alcoholic beverage market despite increased competition from other energizing beverage options; 29% of category participants cite energy drinks as the beverage they drink most often for energy. Engaged category loyalists continue to drive much of the category’s overall expansion, but fitness/BFY energy drink brands have also attracted category newcomers, resulting in relatively strong organic growth.

Energy drink brands must respond to consumers’ shifting energy needs and develop products that address specific consumer groups’ energy requirements and are designed for specific energy need-state occasions. From hydrating sports drink/energy drink hybrids to energy drinks for gamers to energy drinks for party occasions, consumers’ never-ending need for energy presents energy drink brands with multiple growth opportunities.

“Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks.”
– Caleb Bryant, Associate Director of Food and Drink Reports
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