

Energy Drinks - US - 2023

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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 remains 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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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of energy drinks and energy shots, at current prices, 2017-27
Figure 2: Category outlook, 2023-27
- **Opportunities and challenges**
- **Fitness and gamer energy drinks creep up on legacy brands**
Figure 3: Energy drink consumption, by gender and age, 2023
- **Energy drinks face strong competition from RTD coffee**
Figure 4: Correspondence Analysis – Symmetrical map – Occasions by energy providing beverage, 2023
- **Bring energy to cocktails and mocktails**
Figure 5: Alcohol alternatives purchases, by sober curious consumers, 2022
Figure 6: Incidence and penetration* of cocktails with energy drink as an ingredient, Q3 2016 – Q3 2022

MARKET SIZE AND FORECAST

- **Category loyalists and new users drive the energy drink market to new highs**
Figure 7: Total US sales and fan chart forecast of energy drinks and energy shots, at current prices, 2017-27
Figure 8: Total US sales and forecast of energy drinks and energy shots, at current prices, 2017-27
Figure 9: Total US retail sales and forecast of energy drinks and energy shots, by segment, at current prices, 2017-27
Figure 10: Total US retail sales and forecast of energy drinks and energy shots, by segment, at current prices, 2017-27

MARKET FACTORS

- **Population trends benefit the market and offer NPD opportunities**
Figure 11: Share of US population, by generation, 2022-27
- **Job market remains healthy despite increased economic uncertainty**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 12: Unemployment rate, January 2018 – January 2023

KEY PLAYERS

- **Market leaders face real competition**

Figure 13: Multi-outlet sales of energy drinks, by leading companies and brands, rolling 52 weeks 2021 and 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Tackle mental fatigue and keep consumers Staying Sharp**
- **Embrace the crossover between energy drinks and sports drinks**

- **Respond to gaming culture’s growing influence**

Figure 14: Energy drink consumption, gamer energy drinks, by gender and generation, 2023

- **Energy drink glow up resonates with female audience**

Figure 15: Purchase intent score, select energy drink brands, by gender and age

Figure 16: Attribute score: tasty, appealing packaging, and healthy by energy drink brands

- **Capitalize on return of late 90s cocktail trends**

Figure 17: Incidence and penetration* of cocktails with energy drink as an ingredient, Q3 2016 – Q3 2022

Figure 18: Menu examples, cocktails with energy drink as an ingredient, Q3 2022

- **Make energy drinks a fun alcohol alternative beverage**

Figure 19: Alcohol alternatives purchases, by sober curious consumers, 2022

Figure 20: Attribute score: fun and premium by energy drinks, CSDs, and RTD coffee

- **Adapt as Older Millennials enter a new life stage**

Figure 21: Functional beverage attitudes, any agree, 2022

THE CONSUMER – FAST FACTS

- **Leading energy drink types consumed**
- **Competitive “energizing” beverages consumed**
- **Energy drink attributes sought**
- **Energy drink occasions**
- **Interest in energy drink innovation**

ENERGY DRINK CONSUMPTION

- **Energy drink hybrid beverages are an accessible entry point among younger women**

Figure 22: Energy drink consumption, by gender and age, 2023

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Young high-income consumers drive the BFY energy drink trend**

Figure 23: Energy drink consumption, by age and HHI, 2023

ENERGIZING BEVERAGE CONSUMPTION

- **Energy drink consumers enjoy a variety of energizing beverages**

Figure 24: Energizing beverage consumption, among energy drink consumers, 2023

Figure 25: Energizing beverage consumption, by energy drink type consumed, 2023

- **Coffee remains a close competitor**

Figure 26: Energizing beverage consumption, by gender and generation, 2023

PRIMARY ENERGIZING BEVERAGE CONSUMPTION

- **Dominate the energizing beverage landscape through cross-occasion appeal**

Figure 27: Primary energizing beverage consumption, top three rank, top rank and any rank, 2023

- **Target younger and older soda drinkers**

Figure 28: Primary energizing beverage consumption, top three rank, top rank and any rank, by generation, 2023

ENERGIZING BEVERAGE OCCASIONS

- **High occasion overlap between energy drinks and RTD coffee**

Figure 29: Correspondence Analysis – Symmetrical map – Occasions by energy providing beverage, 2023

- **Younger women turn to energy drinks for everyday occasions**

Figure 30: Occasions by energy providing beverage – Traditional energy drinks, by gender and age, 2023

- **Gen Z consumes RTD coffee during the critical afternoon energy occasion**

Figure 31: Energizing beverage occasions, traditional energy drinks vs RTD coffee, by generation, 2022

ENERGY DRINKS VS COFFEE: PERCEPTIONS

- **Provide consumers unique flavor experiences**

Figure 32: Correspondence Analysis – Symmetrical map – Energy drinks vs coffee: perceptions, 2023

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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HEALTHY ENERGY DRINK ATTRIBUTES

- **Provide consumers sustained BFY energy**
Figure 33: Healthy energy drink attributes, 2023
- **Young high-income consumers associate natural claims with healthfulness**
Figure 34: Healthy energy drink attributes, by age and HHI, 2023
- **Target Black consumers with sports/energy drink hybrid beverages**
Figure 35: Healthy energy drink attributes, by race/ethnicity, 2023

ENERGY DRINK PRODUCT INTEREST

- **Hydrate and energize**
Figure 36: Energy drink product interest, by gender and age, 2023
- **Provide gamers a brain boost and extra XP**
Figure 37: Energy drink product interest, by energy drink types consumed, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

APPENDIX – THE MARKET

Figure 38: Total US retail sales and forecast of energy drinks and energy shots, at inflation-adjusted prices, 2017-27
 Figure 39: Total US retail sales and forecast of energy drinks, at inflation-adjusted prices, 2017-27
 Figure 40: Total US retail sales and forecast of energy shots, at inflation-adjusted prices, 2017-27
 Figure 41: Total US retail sales of energy drinks and energy shots, by channel, at current prices, 2017-22
 Figure 42: Total US retail sales of energy drinks and energy shots, by channel, at current prices, 2020 and 2022

APPENDIX – KEY PLAYERS

Figure 43: Multi-outlet sales of energy drinks and shots, by leading companies, rolling 52 weeks 2021 and 2022

What's included

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 44: Multi-outlet sales of energy shots, by leading companies and brands, rolling 52 weeks 2021 and 2022

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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