Energy Drinks - US - May 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sales grew an estimated 5.6% in 2017, bringing the energy drink/shot market to $13.4 billion. Positive growth of 4-5% per year is forecast through 2022, when the market is expected to reach about $16.9 billion. The dominant energy drink segment, with 91% market share, has been driving market growth from 2012-17, and is projected to continue to do so.

This report looks at the following areas:

- **Many beverages that offer energy are available...and widely used**
- **Concerns related to ingredients, safety and sweetness limit consumption**
- **Energy drinks often seen as "not for people like me" beyond 18-34 male demographic**

The $13.4 billion energy drink market posted solid gains in 2017 and growth is forecast through 2022. Usage among males, 18-34-year-olds and parents supports the market. However, alternative energizing drinks, ranging from RTD (ready-to-drink) coffees to new hybrid BFY (better-for-you) drinks, are making gains. Sustaining growth will hinge on engaging current consumers, while extending the appeal of energy drink appeal by addressing concerns related to artificial ingredients, sugar and safety. Innovations in flavor and functionality can also expand usage occasion among both new and established energy drink consumers.

DID YOU KNOW?

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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Attitudes and Interests Related to Energy Drinks/Shots