

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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Steady growth seen in 2017 and forecast through 2022

Figure 1: Total US sales and fan chart forecast of energy drinks, at current prices, 2012-22

The issues

Many beverages that offer energy are available...and widely used

Figure 2: Other drinks used for energy other than energy drinks/shots, March 2018

Concerns related to ingredients, safety and sweetness limit consumption

Figure 3: Reasons did not purchase energy drinks and shots, March 2018

Energy drinks often seen as "not for people like me" beyond 18-34 male demographic

Figure 4: Energy drinks/shots are "not for people like me," by age/gender, March 2018

The opportunities

18-34-year-olds and parents are avid consumers who regularly use energy drinks

Figure 5: net consumption of energy drinks, for men, 18-34 year olds and parents, March 2018

Dads in particular are enthusiastic and regular energy drink consumers

Figure 6: Frequency of consumption of energy drinks, for 18-34 year olds, moms and dads, March 2018

Distinct reasons for drink/shot usage illuminate opportunities for differentiation

Figure 7: Reasons for usage, by type of product, March 2017

Interest is high in new flavors and drink recipes

Figure 8: interest in new flavors and drink recipes, for select demographics, March 2018

What it means

The Market – What You Need to Know

Growth remains positive, fairly stable in \$13.4 billion market

Energy drink segment is largest and fastest growing

Highly competitive landscape with many drink options for energy

Concern with additives, sugar and safety continues to fuel innovation

Market Size and Forecast

2017 growth approaches 6% in the \$13.4 billion market

Figure 9: Total US sales and fan chart forecast of energy drinks, at current prices, 2012-22

Figure 10: Total US retail sales and forecast of energy drinks, at current prices, 2012-22

Market Breakdown

The top four brands control vast majority of the market

Figure 11: market share of MULO channel sales of energy drinks and shots, for top four brands and other/private label brands, 2018

Energy drinks dominates, accounting for majority of sales and growth

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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.

Figure 12: Market share of energy drinks, by segment 2017

Figure 13: Total US retail sales of energy drinks, by segment, at current prices, 2015 and 2017

Segment growth trends forecast to continue through 2022

Figure 14: Total US retail sales and forecast of carbonated soft drinks by segment, at current prices, 2016

C-stores comprise largest retail channel, but "others" fastest growing

Figure 15: Total US retail sales of energy drinks, by channel, at current prices, 2015 and 2017

Market Perspective

Consumers turn to a wide range of drinks for energy

Figure 16: Other drinks used for energy other than energy drinks/ shots, March 2018

Demand is high for BFY drinks with more natural, low sugar profiles

Hybrid drinks notably tout BFY benefits and may inspire innovation

RTD coffee and tea compete directly with energy drinks in c-stores

Sports drinks are widely used for energy by men and women 18-34

"Enhanced" sodas and refreshed diet soda brands also compete

Market Factors

Managing health, weight and energy in busy, on-the-go lifestyles

Positive macro-economic context underpins spending on energy drinks

Figure 17: Consumer confidence and unemployment, 2000-February 2018

18-34-year-olds, key to market growth, are increasingly diverse

Figure 18: US population aged 18+, by age, 2013-23

Figure 19: Population by race and Hispanic origin, 2013-23

Figure 20: Distribution of population, by age race and Hispanic origin, 2018

Key Players – What You Need to Know

Four largest players account for 95% of MULO sales

Monster confirms leading position in the market

Red Bull expands reach and Rockstar grows, but slowly

Smaller natural labels innovate in flavors and functionality

Brand Sales of Energy Drinks

Four largest suppliers account for 95% of MULO sales

Private label and "other suppliers" struggle to build share

Figure 21: Manufacturer sales of energy drinks, by leading companies, 2017 and 2018

What's Working?

Energy drinks continue to grow sales

Monster expands its leading position in the energy drink segment

Monster Zero Energy Ultra stands out as strong performer

Red Bull's growth is more modest, but is innovating to expand reach

Figure 22: Red Bull 2017 recap, 2018

Smaller, specialized product lines drive Rockstar's growth

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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.

Figure 23: rockster God of War promotion, April 2018

While growth slow for most "other suppliers," a few make inroads
 Arizona RX Energy and V8 Fusion Plus Energy show growth
 Several other suppliers grow sales from 2017-18

What's Struggling?

Brand recognition matters, private label and smaller brands struggle
 The energy shot segment continues to lose volume and share

What's Next?

Premium, natural ingredients and flavors
 Natural energy and benefits, with ingredients from probiotics to propolis

The Consumer – What You Need to Know

Males, those aged 18-34 and parents stand out as peak users
 Usage of energy drinks twice that of shots
 Supermarkets, c-stores and mass are top retail channels
 Seeking "on the go" energy is key, but many other reasons cited
 New flavor is key innovation, sought by four in ten
 Brand allegiance is high, favoring leading suppliers
 Barriers to usage include ingredients, sweetness and safety

Frequency of Consumption

Four in ten consume energy drinks
 Figure 24: Frequency of consumption of energy drinks and energy shots, March 2018

Those aged 18-34 are key energy drink/shot consumers
 Figure 25: Frequency of consumption of energy drinks, by age, March 2018

Males are more likely to be avid, frequent consumers
 Figure 26: Frequency of consumption of energy drinks, by gender, March 2018

Parents consume more energy drinks
 Figure 27: Frequency of consumption of energy drinks, by parental status, March 2018

Affluent consumers use energy drinks less often
 Figure 28: Frequency of consumption of energy drinks, by household income, March 2018

Type of Drink

Regular energy drinks remain most widely consumed
 Figure 29: Type of energy drink or shot, March 2018

Men show high use of a wide range, while women turn to natural drinks
 Figure 30: Type of energy drink or shot, by age and gender, March 2018

Upper-income consumers over-index for natural energy drinks
 Figure 31: Type of energy drink or shot, by household income, March 2018

Parents use a greater number and range of energy drinks/shots
 Figure 32: Type of energy drink or shot, by parental status, March 2018

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

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.

Non-Hispanics over-index for regular drinks, Hispanics for natural shots
Figure 33: Type of energy drink or shot, by Hispanic status, March 2018

Retailer Used

Energy drinks purchased at wide range of retailers
Figure 34: Retailers used to purchase energy drinks/shots, march 2018

Men 18-34 most likely to consume energy drinks at bars, restaurants
Figure 35: Retailers used to purchase energy drinks/shots, by age/gender, march 2018

Income shapes retailers favored for energy drink/shot purchase
Figure 36: Retailers used to purchase energy drinks/shots, by household income, march 2018

Parents shop more at mass merchandisers, club stores, internet retailers
Figure 37: Retailers used to purchase energy drinks/shots, by parental status, march 2018

Reasons for Usage

Energy "on the go" is the top reason for usage
Figure 38: Reasons for usage of energy drink/energy shot, March 2017

Taste and refreshment important for drinks, functional benefits for shots
Figure 39: Reasons for usage, by type of product, March 2017
Figure 40: Reasons for usage of energy drink, by type of drink/shot, March 2018

Correspondence analysis shows how reason can shape product choice
Figure 41: Correspondence analysis – Motivations for drinking, March 2018

Those 25-34 cite range of functional benefits to energy drink/shot usage
Figure 42: Reasons for usage of energy drink or shot, by age, March 2018

impacts reasons for usage
Figure 43: Reasons for usage of energy shots, by gender, March 2018

Lower income users turn to energy drinks for wide range of reasons
Figure 44: Reasons for usage of energy drink, by household income, March 2018

Parents' many reasons for consumption supports their engagement
Figure 45: Reasons for usage of energy drink, by parental status, March 2018

Hispanic origin shapes reason for consumption
Figure 46: Reasons for usage of energy drink, by Hispanic origin, March 2018

Attitudes and Interests Related to Energy Drinks/Shots

High interest in new flavors and frequent impulse buys
Figure 47: attitudes related to energy drinks and shots, March 2018

Men more likely to report routine usage and stock up on drinks
Figure 48: attitudes related to energy drinks and shots, by gender, March 2018

Impulse buys are widespread among 18-24-year-olds
Figure 49: attitudes related to energy drinks and shots, by age, March 2018

Parents more likely to be routine energy drink users
Figure 50: attitudes related to energy drinks and shots, by parental status, March 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

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.

Hispanics buy more on impulse, less interested in brand and new flavors

Figure 51: attitudes related to energy drinks and shots, by Hispanic origin, March 2018

Behaviors and Preferences in Energy Drinks/shots

About half stick with familiar brands and flavors

Figure 52: Behaviors and interests related to energy drinks and shots, March 2018

Age and gender shape a number of behaviors

Figure 53: Behaviors and interests related to energy drinks and shots, by age and gender, March 2018

Affluent users are more likely to consider type of sweetener

Figure 54: Behaviors and interests related to energy drinks and shots, by household income, March 2018

Parents use different flavors and are attentive to sweeteners

Figure 55: Behaviors and interests related to energy drinks and shots, by parental status, March 2018

Hispanics show less concern with brand and sweeteners

Figure 56: Behaviors and interests related to energy drinks and shots, by hispanic origin, March 2018

Attitudes Limiting Usage of Energy Drinks and Shots

Attitudes suggest challenges, opportunities for market

Figure 57: Reasons did not purchase energy drinks and shots, March 2018

Sweetness, flavors and ingredients limit usage of 18-34-year-old females

Figure 58: Reasons did not purchase energy drinks and shots, by age/gender, Part i, March 2018

Figure 59: Reasons did not purchase energy drinks and shots, by age/gender, part ii, March 2018

Income shapes concern with artificial ingredients

Figure 60: Reasons did not purchase energy drinks and shots, by household income, March 2018

Non-parents are more likely to find drinks "aren't for people like them"

Figure 61: Reasons did not purchase energy drinks and shots, by parental status, March 2018

Alternatives to Energy Drinks/shots

Coffee tops long list of other beverages used for energy

Figure 62: Other drinks used for energy other than energy drinks/ shots, March 2018

18-34-year-olds show high usage of beverages beyond coffee, tea, CSDs

Figure 63: Other drinks used for energy other than energy drinks/shots, by gender/age, Part I, March 2018

Figure 64: Other drinks used for energy other than energy drinks/shots, by gender/age, Part II, March 2018

Parents use greater number, range of alternative drinks

Figure 65: Other drinks used for energy other than energy drinks/shots, by parental status, March 2018

Hispanics show somewhat higher usage of coffee, tea and sports drinks

Figure 66: Other drinks used for energy other than energy drinks/ shots, by Hispanic origin, March 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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.

Direct marketing creative

Methodology – Correspondence analysis

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 67: Total US sales and forecast of energy drinks/shots, at inflation-adjusted prices, 2012-22

Figure 68: Total US sales and forecast of energy drinks, at current prices, 2012-22

Figure 69: Total US sales and forecast of energy drinks, at inflation-adjusted prices, 2012-22

Figure 70: Total US sales and forecast of energy shots, at current prices, 2012-22

Figure 71: Total US sales and forecast of energy shots, at inflation-adjusted prices, 2012-22

Figure 72: Total US retail sales of energy drinks, by retail channel, at current prices, 2012-27

Appendix – Key Players

Figure 73: MULO sales of energy drinks by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 74: MULO sales energy shots by leading companies and brands, rolling 52 weeks 2017 and 2018

Appendix – Consumer

figure 75: teen consumption of energy drinks/shots, by age, any consumption, Spring 2017

figure 76: teen consumption of energy drinks vs. shots, by age, spring 2017

figure 77: teen consumption of energy drinks/shots, by age and number of drinks last thirty days, Spring 2017

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com