

Energy Drinks - US - August 2013

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“Current energy drink, shot, and mix users have been affected by the scrutiny regarding the safety and health effects of the category. Educational outreach is necessary to help current users feel confident that their choice of energy drink, shot, or mix has no adverse effects. Informative marketing also could broaden the appeal of the category, which is not used by the majority of adults.”
– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- How can manufacturers allay consumers' safety and health concerns?
- Can the declining energy shot segment be revitalized?
- Following a boost in sales, are energy mixes the future of the category?
- Can non-users be convinced to try energy beverages?

In the fall of 2012, the energy beverage category found itself embroiled in controversy following a series of lawsuits challenging the safety and health effects of the drinks. Despite the high-profile media coverage and resulting government proposals, the category is estimated to have \$11.3 billion in sales in 2013, an increase of \$1.7 billion compared to 2012 performance.

The 32% of adults aged 18+ who use energy drinks and 22% of adults who drink energy shots continue to fuel the category's success with their loyal consumption regardless of the controversy about the category. However, these current users are likely to say they are worried about the safety and health effects of energy beverages. Indeed, a portion also is cutting back due to their concerns. Thus, manufacturers must address the allegations regarding the safety and health effects of energy drinks, shots, and mixes in order to retain current users—and hopefully reassure non-users that the products are safe solutions to anyone's energy slump.

This report builds on the analyses presented in Mintel's *Energy Drinks and Energy Shots – U.S., June 2012* as well as similar report titles from August 2011, July 2010, July 2009, July 2008, March 2007, July 2006, and July 2003, as well as many other reports such as *Non-alcoholic Beverages: The Market – U.S., April 2011* and *Non-alcoholic Beverages: The Shopper – U.S., May 2011*.

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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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