

## Energy Drinks - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While the energy drink and shot category is still young and growing, many consumers are still not consuming them. New launches and marketing is increasing awareness, but the food and beverage industry is overflowing with offerings that provide similar energy functions without the safety and health stigma that plagues energy drinks/shots.”

– Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- What competes with the category that keeps it from being a more frequent beverage choice?
- Will consumer concerns force labeling changes?
- Is there a positive way to address energy drink consumption by kids and teens?

The energy drinks and shots category continues to be a solid performer, despite falling sales in 2013 from controversy and lawsuits that challenged its safety. The category posted gains between 2009 and 2014, and is forecast to continue its strong growth through 2019. Product innovation and marketing are benefiting overall category sales as consumer health concerns temper, and interest in energy, functionality, and flavor attract new and existing consumers.

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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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## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### Overview

#### The market

Figure 1: Total US sales and fan chart forecast of energy drinks and shots market, at current prices, 2009-19

#### Segment performance

Figure 2: Total US Retail sales of Energy Drinks and Energy Shots, at current prices, 2009-19

#### Retail

Figure 3: Total US retail sales of energy drinks and shots, by channel, at current prices, 2012-14

#### Key players

Figure 4: MULO sales of energy drinks and shots at retail, by leading companies, 52 weeks ending May 18, 2014

#### Young adults, men top consumers of energy drinks and shots

Figure 5: Purchasing habits for energy drinks and shots, by gender and age, June 2014

#### Consumers drink energy drinks for energy, beverage replacement

Figure 6: Reasons for drinking energy drinks, June 2014

#### Energy shots are a convenient energy boost

Figure 7: Reasons for drinking energy shot, June 2014

#### Health concerns are top reason for drinking less energy drinks

Figure 8: Reasons for drinking less energy drinks, June 2014

#### Health concerns also affect energy shot consumption

Figure 9: Reasons for drinking less energy shots, June 2014

#### Safety and ingredient concerns rank highly with consumers

Figure 10: Agreement with attitudes and behaviors toward energy drinks/energy shots, June 2014

#### What we think

### Issues and Insights

What competes with the category that keeps it from being a more frequent beverage choice?

#### The issues

Insight: Consumer concerns, interests offer avenues for innovation

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Will consumer concerns force labeling changes?

The issues

Insight: Strategic marketing partnerships could help to build trust

Is there a positive way to address energy drink consumption by kids and teens?

The issues

Insight: Kid-friendly energy drinks may help alleviate parent concerns

## Trend Applications

Trend: Prove It

Trend: Factory Fear

Trend: Minimize Me

## Market Size and Forecast

Key points

Sales and forecast of energy drinks and shots

Figure 11: Total US Retail sales of energy drinks and shots, at current prices, 2009-19

Figure 12: Total US retail sales of energy drinks and shots, at inflation-adjusted prices, 2009-19

Strong future forecasted for energy drinks and shots category

Figure 13: Total US sales and fan chart forecast of energy drinks and shots market, at current prices, 2009-19

Fan chart forecast

## Market Drivers

Key points

Greater rate of employment encourages greater need for energy boost

Figure 14: US unemployment rate and underemployment rate, January 2007 to June 2014

Figure 15: Purchasing habits for energy drinks, by employment, June 2014

Figure 16: Purchasing habits for energy shots, by employment, June 2014

Multicultural interest assists category growth

Figure 17: US population by race and Hispanic origin, 2009-19

Households with children are declining

Figure 18: US households, by presence of own children, 2003-13

Figure 19: Personal consumption of energy drinks by brand, November 2008-December 2013

## Competitive Context

Other food and beverage categories offer energy alternatives

Figure 20: Food launches claiming energy, August 2014

Figure 21: Beverages and foods consumed for energy, May 2013

## Segment Performance

Key points

Energy drinks see healthy growth, energy shots struggle

Sales of energy drinks and shots, by segment

Figure 22: Total US retail sales of energy drinks and shots, by segment, at current prices, 2012 and 2014

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## Energy drinks fuel category growth

Figure 23: Total US retail sales of energy drinks, at current prices, 2009-19

Figure 24: Total US retail sales of energy drinks, at inflation-adjusted prices, 2009-19

Figure 25: Personal consumption of energy drinks by volume (mean consumption), February 2008-March 2014

## Energy shots fall short in estimated 2014

Figure 26: Total US Retail sales of Energy Shots, at current prices, 2009-19

Figure 27: Total US retail sales of energy shots, at inflation-adjusted prices, 2009-19

## Retail Channels

### Key points

#### Other retail channel leads market share

Figure 28: Total US retail sales of energy drinks and shots, by channel, at current prices, 2012-14

#### Strong sales falter in 2013, begin to rebound in estimated 2014

Figure 29: Total US retail sales of energy drinks and shots, by channel, at current prices, 2012-14

## Leading Companies

### Key points

#### Monster catching up to Red Bull in MULO sales

#### Manufacturer sales of energy drink and shot market

Figure 30: MULO sales of energy drinks and shots at retail, by leading companies, rolling 52 weeks 2013 and 2014

#### Consumers most likely to consume Monster Energy

Figure 31: Personal consumption of energy drinks by brand, by gender, January 2013-March 2014

Figure 32: Personal consumption of energy drinks by brand, by age, January 2013-March 2014

## Brand Share – Energy Drinks

### Key points

#### Red Bull leads energy drink category

Figure 33: Red Bull, "Word of Red Bull Commercial 2014," March 2, 2014

#### Monster closes gap between it and Red Bull

#### Rockstar Punch sees growth, while top brands stall

#### Coca-Cola energy drinks sees success

Figure 34: NOS, "NOS Energy Drink Commercial," April 28, 2014

#### Pepsi, private label see large losses

#### Manufacturer sales of energy drinks

Figure 35: MULO sales of energy drinks at retail, by leading companies, rolling 52 weeks 2013 and 2014

## Brand Share – Energy Shots

### Key points

#### Living Essentials leads segment but loses sales in 2014

#### Private label, other brands decline in sales, market share

#### Manufacturer sales of energy shots

Figure 36: MULO sales of energy drink shots at retail, by leading companies, rolling 52 weeks 2013 and 2014

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## Innovations and Innovators

- Natural interests
- Additional functionality
- New packaging

## Consumption Habits for Energy Drinks

### Key points

#### Young adult men remain top consumers of energy drinks

Figure 37: Purchasing habits for energy drinks, by gender and age, June 2014

Figure 38: Personal consumption of energy drinks by volume (mean consumption), by gender, January 2013-March 2014

Figure 39: Personal consumption of energy drinks by volume (mean consumption), by age, January 2013-March 2014

#### Households with children most likely to consume energy drinks

Figure 40: Purchasing habits for energy drinks, by presence of children in household, June 2014

#### Hispanics, "other" races top consumers of energy drinks

Figure 41: Purchasing habits for energy drinks, by race and Hispanic origin, June 2014

#### FourSquare, SnapChat most popular social media site with energy drink users

Figure 42: Purchasing habits for energy drinks, by visits social media websites at least once per day, June 2014

Figure 43: Purchasing habits for energy drinks, by visits social media websites at least once per day, June 2014

Figure 44: Purchasing habits for energy drinks, by visits social media websites at least once per day, June 2014

## Consumption Habits for Energy Shots

### Key points

#### Young men top consumers of energy shots

Figure 45: Purchasing habits for energy shots, by gender and age, June 2014

#### Households with children significantly more likely to drink energy shots

Figure 46: Purchasing habits for energy shots, by presence of children in household, June 2014

#### Hispanics, "other" races top energy shot consumers

Figure 47: Purchasing habits for energy shots, by race and Hispanic origin, June 2014

#### FourSquare, Flickr most visited by energy shot consumers

Figure 48: Purchasing habits for energy shots, by visits social media websites at least once per day, June 2014

Figure 49: Purchasing habits for energy shots, by visits social media websites at least once per day, June 2014

Figure 50: Purchasing habits for energy shots, by visits social media websites at least once per day, June 2014

## Occasions for Energy Drink/Shot Consumption

### Key points

#### Afternoon most popular time of day for energy drink consumption

Figure 51: Time of day for consuming energy drinks/energy shots, by age, June 2014

#### Younger consumers most likely to drink energy drinks with a meal

Figure 52: Occasion for consuming energy drinks/energy shots, by age, June 2014

#### Energy drinks, shots most consumed as a snack

Figure 53: Occasion for consuming energy drinks/energy shots, by employment, June 2014

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## Location Preferences

At-home, on-the-go top locations for consumption

Figure 54: Location for consuming energy drinks/energy shots, by age, June 2014

## Reasons for Drinking Energy Drinks

Key points

Respondents drink for pick-me-up, drink replacement

Figure 55: Reasons for drinking energy drinks, by age, June 2014

## Reasons for Drinking Energy Shots

Key points

Energy shots most used for pick-me-up, on-the-go convenience

Figure 56: Reasons for drinking energy shot, by age, June 2014

## Reasons for Drinking Less Energy Drinks and Energy Shots

Key points

Consumers still concerned with category health, also ingredient safety

Figure 57: Reasons for drinking less energy drinks, June 2014

Energy shots also subject to health, ingredient safety concerns

Figure 58: Reasons for drinking less energy shots, June 2014

Launches for organic, natural, caffeine-free, low/no/reduced sugars on the rise

Figure 59: Reasons for drinking less energy shots, June 2014

## Packaging, Flavor, Product Preferences

Key points

Ingredient innovation continues, packaging innovation can better cater to core markets

Figure 60: Preferences of energy drinks/energy shots, by gender and age, June 2014

Cultural flavors, packaging caters to Hispanic consumers

Figure 61: Preferences of energy drinks/energy shots, by Hispanic origin, June 2014

## Attitudes and Behaviors toward Energy Drinks and Energy Shots

Key points

Consumers seek variety in energy drink/shots: sugar-free, diet most popular

Figure 62: Agreement with attitudes and behaviors toward energy drinks/energy shots, by gender and age, June 2014

Hispanics prefer health, benefits from their energy drinks/shots

Figure 63: Agreement with attitudes and behaviors toward energy drinks/energy shots, by Hispanic origin, June 2014

Safety concerns for child energy drink consumption could fuel new drink market for kids, teens

Figure 64: Agreement with attitudes and behaviors toward energy drinks/energy shots, by presence of children in household, June 2014

Energy drinks for kids and teens

## Appendix – Other Useful Consumer Tables

Figure 65: Purchasing habits for energy drinks, by generations, June 2014

Figure 66: Purchasing habits for energy shots, by generations, June 2014

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Figure 67: Occasion for consuming energy drinks/energy shots, by presence of children in household, June 2014

Figure 68: Occasion for consuming energy drinks/energy shots, by Hispanic origin, June 2014

Figure 69: Occasion for consuming energy drinks/energy shots, by age, June 2014

Figure 70: Location for consuming energy drinks/energy shots, by employment, June 2014

Figure 71: Occasions for consuming energy drinks/energy shots, by purchasing habits for energy drinks, June 2014

Figure 72: Occasions for consuming energy drinks/energy shots, by change in purchasing habits for energy shots, June 2014

Figure 73: Attitudes and behaviors toward energy drinks/energy shots, June 2014

Figure 74: Personal consumption of energy drinks by brand, November 2008-December 2013

Figure 75: Personal consumption of energy drinks by brand, February 2008-March 2014

### Appendix – Trade Associations

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