

## Energy Drinks - US - May 2016

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

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"Total retail sales of energy drinks and shots posted estimated gains in 2015, thanks to the success seen in the energy drink segment. Total category sales are expected to continue upward as consumers search for functional drinks that meet their energy needs."  
- Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Energy shot sales continue to struggle
- Consumers drink energy drinks/shots on occasion
- Safety concerns still present

For the purposes of this Report, Mintel has used the following definitions:

- Energy drinks – Beverages that specifically claim to provide an energy or stimulation boost. These products also have a marketing position that stresses energy. Many generally include ingredients such as glucose, caffeine, taurine, ginseng, and various vitamins and minerals. The analysis includes brands that are labeled as either beverages or dietary supplements.
- Energy shots – Concentrated, energy-boosting drinks that often contain caffeine and B vitamins. These products are usually available in 2- to 3-oz bottles or cans. Many energy shots are categorized as dietary supplements, rather than beverages.

Excluded from this Report are the following:

- Hybrid drinks – The popularity of energy drinks has brought new "hybrids" to the category. In 2013, PepsiCo added Mountain Dew Kickstart, which contains 5% juice, citrus flavors, and more caffeine than Mountain Dew. PepsiCo is not marketing Kickstart as an energy drink. These types of products are not included in sales figures but are mentioned throughout the Report where appropriate.
- Energy drink mixes – powdered or liquid products that are marketed with a specific functional claim of energy. These are added to liquid to create a beverage.
- Sports and protein drinks, including ready-to-drink products and mixes (see Mintel's Nutritional and Performance Drinks – US, May 2016 ).
- Carbonated soft drinks (see Mintel's Carbonated Soft Drinks – US, June 2016 ).
- Diet aids, eg weight loss and nutritional meal-replacement products such as Ensure (see Mintel's Nutritional and Performance Drinks – US, May 2016 ).
- Vitamin-fortified fruit juice (see Mintel's Juice and Juice Drinks – US, November 2015 ).

Only off-premise sales are included in sales data. Value figures throughout this Report are at (rsp) retail selling prices, excluding sales tax, unless otherwise stated.

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