Energy Drinks - US - May 2017

Report Price: £3085.18 | $3995.00 | €3666.43

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

"The energy drink category has shown strong growth from 2011-16, with sales forecast to increase through 2021. Competition is growing and growth will hinge on capitalizing on energy drinks' appeal to existing consumers, expanding reach via innovations in flavor and functionality, including healthier energy drink options."
- Mimi Bonnett, Director, US Reports – Food, Drink and Foodservice

This report looks at the following areas:

- **Consumers can find energizing properties in a range of beverages**
- **Energy drinks widely associated with caffeine, sugar, and artificial ingredients**
- **Select attitudes suggest multiple challenges for market**

For purposes of this Report, energy drinks are defined to include the following:

- **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 the market size of this Report are the following:

- **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, including powdered or liquid products that are marketed with a specific functional claim of energy. These are added to liquid to create a beverage. Energy drink mixes are included within the "drinks mixes" segment in Mintel's Bottled Water and Cold Beverage Mixes – US, March 2014.**
- **Mind/body health drinks, marketed broadly as "lifestyle beverages" and "healthy refreshment," ranging from adult herbal soft drinks and teas to drinks making specific claims of stress relief, mental rejuvenation, and a boost to the immune system.**
- **Sports and protein drinks, including ready-to-drink products and mixes (see Mintel's Nutritional and Performance Drinks – US, January 2014).**
- **Carbonated soft drinks (see Mintel's Carbonated Soft Drinks – US, June 2014).**
- **Diet aids, eg weight loss and nutritional meal-replacement products such as Ensure (see Mintel's Nutritional and Performance Drinks – US, January 2014).**
- **Vitamin-fortified fruit juice (see Mintel's Juice and Juice Drinks – US, November 2013).**

Only off-premise sales are included in sales data.

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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