

Energy Drinks: Inc Impact of COVID-19 - US - May 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The energy drink market has enjoyed consistent year-over-year growth even through the previous recession, because the beverages offer a simple, easy-to-understand value proposition: they are a tasty, convenient source of energy."

- Caleb Bryant, Associate Director - Food & Drink

This report looks at the following areas:

- How the COVID-19 pandemic will lead to a slight slowdown in energy drink sales
- How a recession will negatively impact the market
- The negative perception of energy drinks among non-users
- Falling sales of energy shots

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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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