

Energy Drinks in the US

December 2023

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Energy Drinks in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Celsius becomes the third largest energy drinks brand in the US, but the shelves are crowded
Flavour and sugar content continue to be key elements, but there is room for more functionality
Volume sales largely unaffected by strong price action

PROSPECTS AND OPPORTUNITIES

Energy proposition expanding outside the core category will threaten growth
Manufacturers of energy drinks will continue to introduce innovative products and blur category boundaries
Post-pandemic purchasing behaviour could put pressure on volume growth rates

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