



Freedonia Focus Reports
US Collection

Energy Drinks: United States

July 2022



BROCHURE **CLICK TO ORDER**
FULL REPORT **FULL REPORT**

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Overview	4
Market Size	4
Category & Segment Sales	6
Convenience Stores Recover from Pandemic	7
Consumer Insights	8
Sports & Energy Drinks Especially Have Low Penetration	8
Drinks Dominate, Shots a Smaller Niche	9
Energy & Sports Drinks Have Similar Consumption Patterns	10
Beverage Trends	11
Better-For-You	11
Reduced or Zero Sugar	11
Hard Beverages	11
Sustainable Packaging	11
Energy & Sports Functions	13
Key Opportunities	14
Better Better-For-You	14
Heightened Experiences	15
Energy + Sports +	16
CBD-Infused	17
Hard Beverages	18
3. About This Report	19
Scope	19
Sources	19
Industry Codes	20
Resources	21

List of Tables & Figures

Figure 1 Key Trends in US Energy Drink Retail Sales, 2021 – 2026	3
Figure 2 US Energy Drink Retail Sales by Product, 2016 – 2026 (US\$ bil)	4
Table 1 US Energy Drink Retail Sales by Product, 2016 – 2026 (US\$ mil)	4
Figure 3 US Energy Drink Retail Sales by Product, 2016 – 2026 (%)	5
Table 2 US Consumption Rates for Energy Drinks & Shots, 2011 – 2021 (% of adults)	8
Figure 4 Buying More Because of the Pandemic, 2021 (% of adults)	9
Table 3 Forms of Energy Drinks & Shots Drunk, 2011 – 2021 (% of adults that drink energy drinks/shots)	9
Table 4 Energy Drinks & Shots Drunk in Last 30 Days, 2011 – 2021 (% of adults that drink energy drinks/shots)	10
Table 5 NAICS & SIC Codes Related to Energy Drinks	20

About This Report

Scope

This report forecasts to 2026 US energy drink retail sales in nominal US dollars. Total retail sales are segmented by product in terms of:

- shelf-stable energy drinks non-aseptic
- shelf-stable energy shots
- shelf-stable energy drink mixes
- liquid energy drink mixes

To illustrate historical trends, total retail sales and the various segments are provided for 2016, 2019, 2020, and 2021.

This report focuses on the market for energy drink products sold to consumers in the US via retail channels. All retail distribution channels are covered, including supermarkets and grocery stores, mass merchandisers and supercenters, warehouse clubs, specialty food stores, health/natural food stores, convenience stores, drugstores, dollar stores, vending machines, and direct sales channels like online and mail order. Alcoholic beverages are excluded from this report.

Freedonia quantifies trends in various measures of growth and volatility. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

Sources

Energy Drinks: United States (FF10049) is based on [U.S. Beverage Market Outlook 2022: Inflation, Supply Chains, & Trends in Beverage Consumption](#), a comprehensive industry study published by Packaged Facts. The information in that report was obtained from both primary and secondary research. Primary research included consultation with industry sources and visits to retail stores. Secondary research entailed gathering data from relevant trade, business, and government sources, as well as company promotional literature and annual reports. Estimates of market size and company performance were based on various sources, including reported revenues of product manufacturers and retailers, relevant publications, and other market research sources. The analysis in this report also drew, as a background source, on retail sales tracking data as available from IRI and Nielsen (for mass-market channels), and SPINS (for the natural channel).

Consumer analysis largely drew on three primary sources of data:

- The February 2022 Packaged Facts National Online Consumer Survey, which included a panel of 2,000 US adults (aged 18 and older) balanced to the national population on primary demographic measures such as age group, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income. The November-December 2021 survey (panel of 1,500 adults), October-November 2021 survey (panel of 1,690 adults), August-September 2021 survey (panel of 2,000 adults), June 2021 survey (panel of 2,014 adults), February-March 2021 survey (panel of 2,046 US adults), November-December 2020 survey (panel of 2,000 US adults), August 2020 survey (panel of 1,519 US adults), and April-May 2020 survey (panel of 1,500 US adults) are also used.
- The Fall 2021 MRI National Study and other survey years going back to 2011 are booklet-based surveys conducted across tens of thousands of respondents selected by address-based sampling to represent a statistically accurate cross-section of the US adult population (aged 18 and older).
- The International Food Information Council Foundation's 2021 Food & Health Surveys provide valuable insight into consumers' perspectives on food purchasing decisions, diet and lifestyle choices, and health benefits of foods, along with insights on other pertinent topics.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | NAICS & SIC Codes Related to Energy Drinks

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311411	Frozen Fruit, Juice, & Vegetable Mfg	2026	Fluid Milk
311511	Fluid Milk Mfg	2037	Frozen Fruits, Fruit Juices, & Vegetables
311920	Coffee & Tea Mfg	2086	Bottled & Canned Soft Drinks & Carbonated Water
312111	Soft Drink Mfg	2095	Roasted Coffee
312112	Bottled Water Mfg	2099	Food Preparations, NEC
424490	Other Grocery & Related Products Merchant Wholesalers	5149	Groceries & Related Products, NEC

Source: US Census Bureau

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

Packaged Facts

Consumer and Corporate Food Gifting in the U.S.

Food Carryout and Delivery in the U.S.

Food Market Outlook 2022: Inflation, Supply Chains, Food Trends & the Effects on Home Cooking & Grocery Shopping

Functional Beverages: Market Trends and Opportunities

Meal Kits: Trends and Opportunities in the U.S.

Online Grocery Shopping in the U.S.

U.S. Beverage Market Outlook 2022: Inflation, Supply Chains, & Trends in Beverage Consumption

Vegan, Vegetarian, and Flexitarian Consumers

The Freedonia Group

Freedonia Industry Studies

Commercial Refrigeration Equipment

Corrugated & Paperboard Boxes

Food & Beverage Packaging Innovation

Global Caps & Closures

Global E-Commerce

Global Food Processing Machinery

Global Foodservice

Global Foodservice Single-Use Products

Global Single-Use Plastic Packaging Regulations

Pouches

Protective Packaging

Freedonia Focus Reports

Beverages: United States

Bottled Water: United States

COVID-19 Market Impact Analysis

Dairy & Substitute Products: United States

Demographics: United States

E-Commerce: United States

Fast Food: United States

Food Processing: United States

Fruit Beverages: United States

Ice Cream & Frozen Desserts: United States

Restaurants & Foodservice: United States
Soft Drinks: United States

Freedonia Custom Research

Trade Publications

BeverageDaily
Beverage Digest
Beverage Industry
BevNET
Convenience Store News
Dairy Reporter
Ecommerce Magazine
Progressive Grocer
Supermarket News

Agencies & Associations

American Beverage Association
American Dairy Products Institute
The Association for Convenience & Fuel Retailing
Consumer Brands Association
Food Industry Association
International Bottled Water Association
International Food Information Council
Juice Products Association
United States Census Bureau
United States Department of Agriculture
United States Food and Drug Administration