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Energy Drinks: United States

May 2017



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Table of Contents

1. Highlights	3
2. Market Overview	4
Market Size	4
Marketing & New Products	8
More Occasions for Consumption: Targeting “eAthletes” with “Gamer Fuel”	8
Targeting Millennial Female Consumers	8
The Organic Trend Reaches Energy Drinks	9
Borrowing from the Bottled Water & Sparkling Water Playbook	9
Drawing Inspiration from Juice & Smoothies	10
Slow Release Technology Debuts in Energy Drinks	11
Retailing Trends	12
Consumer Trends	14
Product Usage Rates	14
Consumer Demographics	16
Young Adult Males are Core Users of Energy Drinks	16
Energy Drink Usage Higher Among Older Women	16
Energy Drinks are Especially Popular Among Minorities	17
Consumers with Children are More Likely to Use Energy Drinks	17
3. Industry Structure	19
Range of Marketers	19
Market Leaders	20
4. About This Report	21
Scope & Method	21
Sources	21
Industry Codes	22
Resources	23

List of Tables & Figures

Figure 1 US Energy Drink Retail Sales by Product, 2011-2021 (US\$ mil)	4
Table 1 US Energy Drink Retail Sales by Product, 2011-2021 (US\$ mil)	4
Figure 2 US Energy Drink Retail Sales by Product Share, 2011-2021 (%)	7
Table 2 US Convenience Store Visits Among Energy Drink & Shot Users, 2016 (% of prdt users & index)	12
Table 3 Usage Rates for Selected RTD Beverages, 2008-2016 (% of US adults)	14
Table 4 Number of Energy & Sports Drinks/ Shots Consumed in the Last 30 Days, 2016 (% of prdt users)	15
Table 5 Usage Rates for Energy Drinks & Energy Shots, 2014-2016 (% of US adults)	15
Table 6 Energy Drink/Shot Usage by Age Group, 2016 (% of US adults)	16
Table 7 Energy Drink/Shot Usage by Gender, 2016 (% & index)	16
Table 8 Distribution of Energy Drink/Shot Users by Age Bracket & Gender, 2016 (% of prdt users)	17
Table 9 Distribution of Energy Drink/Shot Users by Race/Ethnicity, 2016 (% of prdt users & index)	17
Table 10 Energy Drink/Shot Usage by Number of Children in the Household, 2016 (% of US adults & index)	18
Table 11 Age of Children in the Household Among Energy Drink/Shot Users, 2016 (% of prdt users & index)	18
Table 12 Usage Rates for Leading Energy Drink & Shot Brands, 2012-2016 (% of energy drink users)	20
Table 13 Industry Codes Related to Energy Drinks	22

About This Report

Scope & Method

This report forecasts annual US retail sales of energy drinks in US dollars for 2017-2021. Total retail sales are segmented by product in terms of:

- energy drinks
- energy shots
- energy drink mixes.

This report encompasses energy drinks (as commonly defined in the industry) sold in single-serve containers for personal consumption. Excluded from the scope of this report are bulk (family-size) products as well as other single, ready-to-drink non-alcoholic beverage types (eg, bottled and enhanced waters, juice drinks, dairy beverages, and carbonated soft drinks).

To illustrate historical trends, total retail sales and the various segments are supplied for 2011-2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. 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 *Energy & Sports Drinks: US Market Trends & Opportunities*, a comprehensive industry report published by Packaged Facts. This report encompasses sales of energy drinks in retail outlets such as convenience stores, supermarkets and other grocery stores, general merchandise stores (including warehouse clubs and supercenters), and specialty food stores. Sales by non-store retailers such as e-commerce and mail-order direct sellers are also included. Sources of market and consumer data consulted for this report encompass:

- Information Resources sales tracking through selected US retail outlets

About This Report

- government agencies such as the US Census Bureau, US Department of Agriculture, and the US International Trade Commission
- energy drink producers and representative trade associations
- a wide range of pertinent industry sources, including business newspapers and magazines, company websites, consumer blogs, press releases, and trade publications.

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey, which includes a panel of 2,000 US adults (aged 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.

Another source of consumer data in this report is Simmons Market Research National Consumer Studies. On an ongoing basis, Simmons conducts booklet-based surveys of large and randomly selected samples of consumers (approximately 25,000 for each 12-month survey compilation), which, as an aggregate, are intended to represent a statistically accurate cross-section of the US population as a whole.

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

Industry Codes

Table 13 | Industry Codes Related to Energy Drinks

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311411	Frozen Fruit, Juice, and Vegetable Mfg	2026	Fluid Milk
311511	Fluid Milk Mfg	2037	Frozen Fruits, Fruit Juices, and Vegetables
312111	Soft Drink Mfg	2086	Bottled and Canned Soft Drinks and Carbonated Water
312112	Bottled Water Mfg	5149	Groceries and Related Products, NEC
424490	Other Grocery and Related Products Merchant Wholesalers		

Source: US Census Bureau

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Resources

Packaged Facts

Energy & Sports Drinks: US Market Trends & Opportunities, May 2017

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Freedonia Industry Studies

Poultry Packaging Market in the US, March 2017

Alternative Sweeteners Market in the US, February 2017

Meat Packaging Market in the US, February 2017

Global Labels Market, January 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

Beverage Containers, June 2015

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Bottled Water: United States

Coffee: United States

Dairy Products: United States

Frozen Foods: United States

Gluten-Free Foods: United States

Healthy-Ingredient Snacks: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Refrigerated Coffee Creamers: United States

Single-Cup Beverage Brewing Pods: United States

Soft Drinks: United States

Tea: United States

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Trade Publications

Dairy Foods

Food Business News

Food Business Review

Grocery Headquarters

Prepared Foods

Progressive Grocer

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Supermarket News

Agencies & Associations

American Beverage Association
American Dairy Products Institute
Grocery Manufacturers Association
Information Resources
National Association of Convenience Stores
Simmons National Consumer Survey
United States Census Bureau
United States Department of Agriculture
United States International Trade Commission