



Euromonitor
International

Energy Drinks in the US

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Energy Drinks in the US - Category analysis

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2025 DEVELOPMENTS

Energy drinks enjoys surging appeal

INDUSTRY PERFORMANCE

Dynamic year of development and growth for energy drinks

Consumers look to energy drinks as performance enhancer and cognitive support beverages

WHAT'S NEXT?

Strong growth opportunities remain amidst challenges

"Clean caffeine" to redefine energy drinks

Energy drinks faces stricter regulation

COMPETITIVE LANDSCAPE

Monster Beverage invests in the category to maintain the leading position

Major acquisition activity disrupts energy drinks in the US

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Convenience retailers deliver on demand needs

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Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

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The leading player innovates and premiumises its offer to stay ahead

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