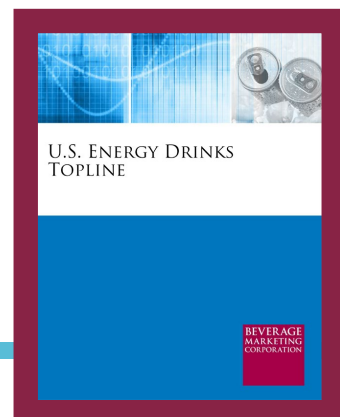


U.S. ENERGY DRINKS TOPLINE

2024 EDITION (Published January 2025. Data through 2023, preliminary 2024 figures and forecasts through 2028.) More than 20 pages, with text analysis, graphs and charts.



Executive Summary. *U.S. Energy Drinks Topline* from Beverage Marketing Corporation provides a concise statistical overview of the energy drinks category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the energy drinks sector. Includes a brief overview of key trends.

FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

AVAILABLE FORMAT & PRICING



Direct Download
Word & PDF

\$1,295

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 250 charvey@beveragemarketing.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **7**



**HAVE
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 250
charvey@beveragemarketing.com

**BEVERAGE
MARKETING
CORPORATION**

BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 212-688-7640 Fax: 740-314-8639

THE ANSWERS YOU NEED

U.S. Energy Drinks Topline offers a concise summary of the overall market. Questions answered include:

- What has been the long-term trend in energy drinks volume as well as retail and wholesale dollar sales? What are the expectations for the market by 2028 and how did covid-19 alter these expectations?
- What is the share breakdown of the energy drinks market in terms of full-calorie versus no-/reduced-calorie? How has this changed over the years?
- What is the wholesale dollar and volume trends for the energy shot segment?
- What are the leading brands and media for energy drink advertising expenditures?

THIS REPORT FEATURES

U.S. Energy Drinks Topline contains key information and identifies key trends concerning the U.S. energy drink market; it features category volume, wholesale and retail dollar sales and per capita consumption data; wholesale dollar sales by calorie; leading advertisers and advertising media; and five-year projections through 2028.



U.S. ENERGY DRINKS TOPLINE

BEVERAGE
MARKETING
CORPORATION

U.S. Energy Drinks Topline

January 2025



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2025 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

U.S. Energy Drinks Topline

TABLE OF CONTENTS

TABLE OF CONTENTS	i
-------------------------	---

Summary

U.S. ENERGY DRINKS TOPLINE

The Energy Drink Market	1
• Overview	1
• Volume and Dollars	3
• Per Capita Consumption	5
• Growth	6
• Quarterly Growth Trends	7
• Seasonality	7
• Recent Issues	8
• Regular vs. Diet	9
• Energy Shots	10
• Energy Drink Advertising	12

Exhibits

1 U.S. Energy Drink Market Estimated Wholesale and Retail Dollars and Volume 1997 – 2028	14
2 U.S. Energy Drink Market Per Capita Consumption 1997 – 2028	15
3 U.S. Energy Drink Market Compound Annual Growth 2002 – 2028	16
4 U.S. Energy Drink Market Volume and Growth by Quarter 2023 – 2024	17
5 U.S. Energy Drink Market Quarterly Volume Shares in Measured Channels 2003 – 2023	18
6 U.S. Energy Drink Market Regular vs. Diet Wholesale Dollars and Share 2006 – 2028	19
7 U.S. Energy Shot Market Estimated Wholesale Dollars and Volume 2005 – 2028	20
8 Leading Energy Drink Brands Share of Advertising Expenditures 2018 – 2023	21
9 Energy Drink Share of Advertising Expenditures by Media 2018 – 2023	22

Despite the arguable requirement of energy drinks to contain enough sugar for the energy function, market realities have dictated the development of low-calorie energy drinks.

- With many people taking in too much sugar already and given the fact that some people crave caffeine without necessarily choking down teaspoons of sugar, low-calorie energy drinks such as Red Bull Sugarfree, Monster Energy Lo-Carb and Rockstar Sugar Free, among others, meet a need state.
- These top energy drink companies have also increased the number of diet energy drinks on offer in recent years. Notable products in this regard include Red Bull Total Zero, Monster Ultra and Rockstar Pure Zero. Monster Ultra has added several variants and collectively is Monster Beverage's number two seller behind the original Monster.
- In general, diet drinks tend to appeal more to females — and undoubtedly diet energy drinks have brought women into the franchise — but males are more likely to switch to diet versions of their favorite drinks as they get older, particularly if the marketing is perceived as "cool" enough — the main examples in the CSD realm being Diet Mtn Dew and Coca-Cola Zero Sugar. PepsiCo has used a hybrid sweetener approach with success for its "energizing" CSD line, Mountain Dew Kickstart, without calling that much attention to the fact that it is mid-calorie.
- What's more, one of the hotter energy drink brands to emerge was Bang, which is zero calorie. Consumers probably didn't realize it's zero calories or didn't care, as their focus was on the ingredients that confer energy and other performance-related bona fides. (For some on the keto or paleo diets, zero calorie is a plus.) While Bang hit a terrible patch, other zero-calorie brands such as Celsius and C4 have performed strongly. And even Bang has started to grow again.
- Low-calorie energy drinks have risen from 17.3% of energy drink volume in 2006 to 49.7% in 2023. In the U.S., low-calorie energy drinks had only come into existence in January 2003 with the launch of Red Bull Sugarfree.
- The general trend of low-calorie energy drinks outperforming their higher-calorie counterparts should continue to 2028. Diet energy drinks should increase their share of volume from 49.7% in 2023 to 52.7% in 2028. Their share of wholesale dollars is expected to grow from 41.9% to 43.8% in the identical five-year period.

Exhibit 3

**U.S. ENERGY DRINK MARKET
COMPOUND ANNUAL GROWTH
2002 – 2028(P)**

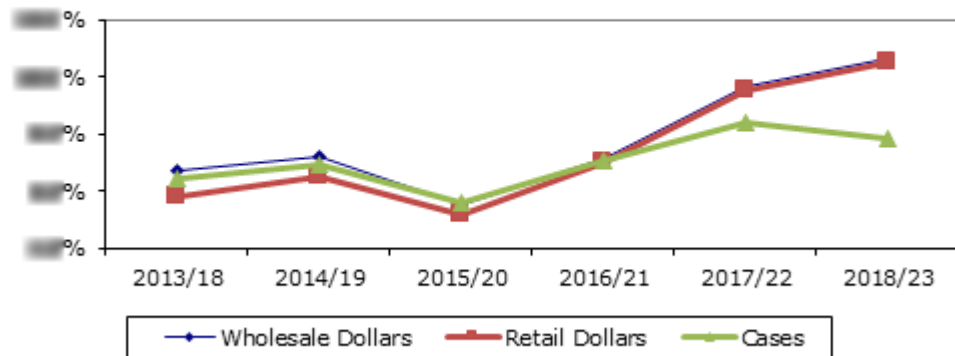
Years	Compound Annual Growth		
	Wholesale Dollars	Retail Dollars	Gallons
1997/02	1.5%	1.5%	1.5%
1998/03	1.5%	1.5%	1.5%
1999/04	1.5%	1.5%	1.5%
2000/05	1.5%	1.5%	1.5%
2001/06	1.5%	1.5%	1.5%
2002/07	1.5%	1.5%	1.5%
2003/08	1.5%	1.5%	1.5%
2004/09	1.5%	1.5%	1.5%
2005/10	1.5%	1.5%	1.5%
2006/11	1.5%	1.5%	1.5%
2007/12	1.5%	1.5%	1.5%
2008/13	1.5%	1.5%	1.5%
2009/14	1.5%	1.5%	1.5%
2010/15	1.5%	1.5%	1.5%
2011/16	1.5%	1.5%	1.5%
2012/17	1.5%	1.5%	1.5%
2013/18	1.5%	1.5%	1.5%
2014/19	1.5%	1.5%	1.5%
2015/20	1.5%	1.5%	1.5%
2016/21	1.5%	1.5%	1.5%
2017/22	1.5%	1.5%	1.5%
2018/23	1.5%	1.5%	1.5%
2023/28(P)	1.5%	1.5%	1.5%

(P) Projected

Source: Beverage Marketing Corporation

ENERGY DRINKS MOSTLY ACCELERATING SINCE 2020

Compound annual growth rates, 2018 - 2023



Source: Beverage Marketing Corporation