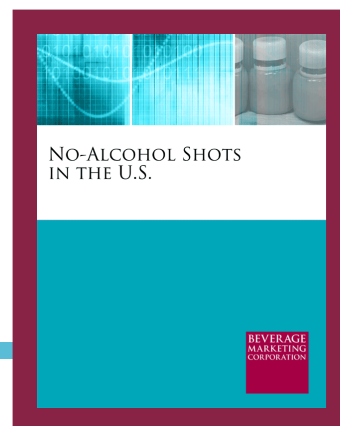


# NO-ALCOHOL SHOTS IN THE U.S.

**2021 EDITION** (Published May 2021. Data through 2020. Market projections through 2025.) More than 20 pages, with extensive text analysis, graphs, charts and tables.



**W**ill the no-alcohol shot market, which is dominated by energy shots, find traction beyond the energy need-state?

Beverage Marketing Corporation analyzes this question in its industry report entitled: *No-Alcohol Shots in the U.S.* Considering that the energy shot segment has stagnated after an initial burst suggests that juice shots with healthful properties would be called to pick up the slack in the next five years. In that regard, entrepreneurs and market veterans alike would find the information important to consider their next moves.

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HAVE  
QUESTIONS?

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## THE ANSWERS YOU NEED

This brief but insightful market report discusses key issues in the no-alcohol shots category. It measures volume, as well as wholesale dollar sales. BMC's exclusive five-year projections are also included. Questions answered include:

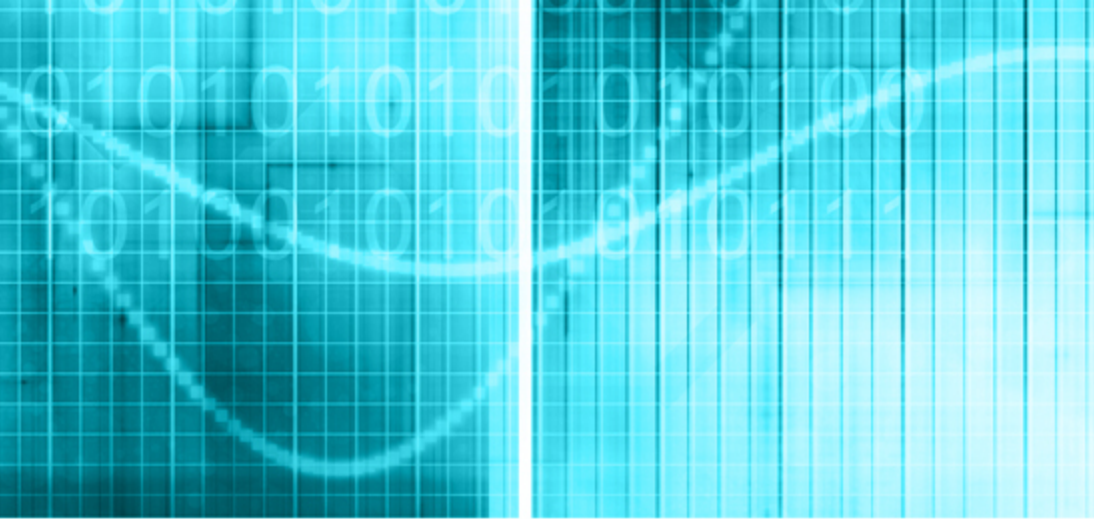
- When did no-alcohol shots, particularly energy shots, originate and evolve in the U.S. market?
- Which are the leading brands? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- To what extent has the category slowed down? How has the no-alcohol shot market evolved in the past couple of years beyond energy shots to new growth areas? How do these shots relate to the rest of the better-for-you beverage market?
- How much is the no-alcohol shot market expected to grow in the next five years? What are the tailwinds and headwinds going forward?

## THIS REPORT FEATURES

This report examines a unique niche in the wellness and functional beverage space. The presentation of industry research begins with an overview of the no-alcohol shot market, then then analyzes various brands and the companies behind them. Innovations these brands have achieved and the marketing strategies behind them are analyzed.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. no-alcohol shot marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the no-alcohol market including:

- Wholesale dollar sales and volume of the no-alcohol market going back to 2014 and the energy shot market going back to 2006.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Analysis of the prospects of the no-alcohol shot market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2025.



# NO-ALCOHOL SHOTS IN THE U.S.

BEVERAGE  
MARKETING  
CORPORATION

# No-Alcohol Shots in the U.S.

May 2021

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RESEARCH • DATA • CONSULTING

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

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The no-alcohol shots market looks like a losing gambit due to the outsized influence of energy shots, which have operated as a drag on the category for nearly a decade. That being said, there is a modicum of hope for the category with fledgling variants such as juice shots.

- Innovation is changing the face of the U.S. no-alcohol beverage shot business. While the category remains dominated by energy shots, a slew of new companies and brands are entering the market with a range of functional health promises.
- While most refreshment beverages are positioned as flavorful thirst-quenchers, shots offer virtually no refreshment benefit. They are positioned and marketed for their very specific functional benefits. Energy shots, of course, provide an energy boost, typically via caffeine. Likewise, the same can be said for most of the coffee shots on the market. The category gets more interesting in the juice shot segment, which offers a broad range of other functional benefits, including enhanced immunity, better digestion, improved focus, antioxidants, general wellness and more.
- **Beverage Marketing** estimates about two-thirds of shots sales go through measured channels while the remainder of sales go through an assortment of outlets including small grocers, delis, truck stops, natural food and others.
- **Beverage Marketing** projects that the beverage shot market will continue to expand with heightened innovation in the years ahead. Both coffee- and juice-based shots are likely to outpace category growth with energy shots maintaining healthy dominance but losing market share.
- The next five years will likely see a growing compulsion of the part of consumers to seek more compact nutritional solutions along with a countervailing trend of possible economic downturn. In other words, in the face of another "great recession," would consumers continue to plunk down several dollars for a couple of ounces of liquid, no matter how nutritious?
- Juice shots do have an advantage over HPP juices in that they are lower in calories, so as long as the consumer is satisfied he or she is getting the same amount of nutrition in a lower-calorie package, it could redound to the benefit of the juice shot segment at the expense of the HPP juice category.

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Exhibit 3

**U.S. NO-ALCOHOL SHOTS MARKET**  
**CHANGE IN VOLUME BY TYPE**  
**2015 – 2025(P)**

	CAGR						
Type	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/25(P)
Energy Shots	100%	100%	100%	100%	100%	100%	100%
Juice Shots	100%	100%	100%	100%	100%	100%	100%
Coffee Shots	100%	100%	100%	100%	100%	100%	100%
Tea Shots	100%	100%	100%	100%	100%	100%	100%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(P) Projected

Source: Beverage Marketing Corporation