

NO-ALCOHOL SHOTS IN THE U.S.

2022 EDITION (Published March 2022. Data through 2021. Market projections through 2026.) 25 pages, with extensive text analysis, graphs, charts and tables.

Innovation abounds in this category, but will 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 and early successes could be heir apparent to pick up the slack in the next five years. That said, a slew of new brands with a broad range of ingredients and functional benefits are entering the market, giving rise to the question of which will gain traction and have sticking power in the coming years. In that regard, entrepreneurs and market veterans alike would find the information contained in this report important as they consider their next moves.

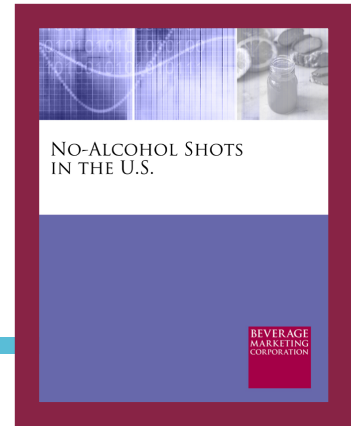
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HAVE
QUESTIONS?

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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 for sub-segments including no-alcohol energy shots, juice shots, tea shots and coffee shots. Products with a broad range of functional benefits are discussed and key brands as well as the private label shot market are quantified. BMC's exclusive five-year projections are also provided. Questions answered include:

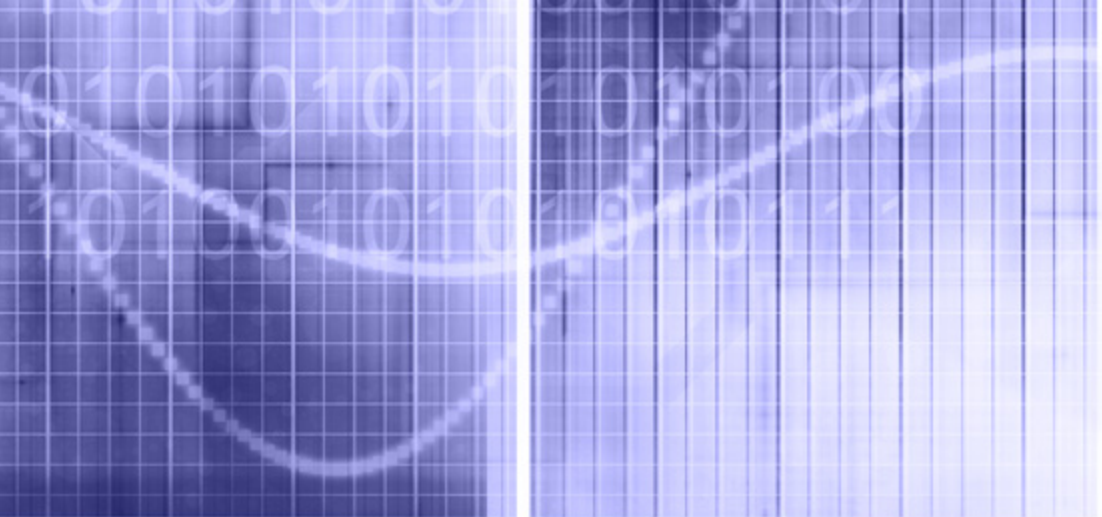
- When did no-alcohol shots, particularly energy shots, originate and evolve in the U.S. market?
- Which are the leading shot brands across all sub-segments? Is the market sewn up by big companies or is there room for smaller players and to capture a significant percentage of market share?
- To what extent has the category slowed down? Where are the pockets of growth? How has the no-alcohol shot market evolved in the past couple of years beyond energy shots and which sub-segments and brands are showing promise? 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? What consumer drivers, need states and functional benefits are new shot brands addressing?

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, and its sub-segments, then then analyzes various brands in those sub-segments and beyond. It looks at the companies behind them, analyzing the innovations and emerging functional benefits these brands have achieved and the marketing strategies behind.

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 2005, and breaks out volume and wholesale dollar sales, share and growth for the juice, tea and coffee shot segments back to 2014 with sub-segment forecasts through 2026.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment and wholesale dollar sales, growth and market share for key brands going back to 2015. Brands with performance quantified include 5-Hour Energy, Tweaker Energy Shot, VPX, So Good So You, Red Dawn, EE, Kor Shots, Vital 4U, Big Easy Shot, Rhino, Rush, Ito En Shots, Forto, Farmhouse Culture Gut Shot, R.W. Knudsen juice shots, Dyla, Ethan's, Numi Organics, Teasonic Mojos, Stacker 2: 6 Hour Power, Worx. The Private label Energy Shots sector is also quantified.
- 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 2026.



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**BEVERAGE
MARKETING
CORPORATION**

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March 2022



RESEARCH • DATA • CONSULTING

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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 juice shot segment will continue to expand with heightened innovation in the years ahead. Tea-based shots are likely to outpace category growth while energy shots maintain healthy dominance despite losing market share. Coffee-based shots are likely to decline as consumers perhaps would rather enjoy a larger sized RTD coffee for its refreshment value rather than chug down a shot.
- The next five years will likely see a growing compulsion on the part of consumers to seek more compact nutritional solutions along with a countervailing trend of likely 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 calorie, 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.

**U.S. NO-ALCOHOL SHOTS MARKET
CHANGE IN VOLUME BY TYPE
2016 – 2026(P)**

Type							CAGR
	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/26(P)
Energy Shots	100%	100%	100%	100%	100%	100%	100%
Juice Shots	100%	100%	100%	100%	100%	100%	100%
Tea Shots	100%	100%	100%	100%	100%	100%	100%
Coffee Shots	100%	100%	100%	100%	100%	100%	100%
TOTAL	100%	100%	100%	100%	100%	100%	100%

(P) Projected

CAGR is compound annual growth rate.

Source: Beverage Marketing Corporation