

Energy Drinks in the US

Market Direction | 2025-01-13 | 34 pages | Euromonitor

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Report description:

Thanks to the fast growth of up-and-coming brands with products exclusively in the reduced sugar segment, reduced sugar energy drinks is set to overtake regular energy drinks in terms of off-trade volume and value sales in the US in 2024. Its stronger growth trend has been prevalent for several years. However, it accelerated significantly after the rapid growth of brands such as C4, Alani Nu, and Ghost, all brands that followed in the footsteps of Celsius by focusing exclusively on reduced sugar...

Euromonitor International's Energy Drinks in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Energy Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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