

U.S. Energy Drinks Market Size, Share & Trends Analysis Report by Product (Energy Drinks, Energy Shorts), By Type (Organic, Conventional), By Packaging (Bottles, Cans), By Distribution Channel, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/U81DB09F4328EN.html>

Date: May 2025

Pages: 90

Price: US\$ 4,500.00 (Single User License)

ID: U81DB09F4328EN

Abstracts

This report can be delivered to the clients within 2 Business Days

U.S. Energy Drinks Market Growth & Trends

The U.S. energy drinks market size is expected to reach USD 37.83 billion in 2030, progressing at a CAGR of 7.2% during the forecast period, according to a new report by Grand View Research, Inc. Growing consumer awareness regarding health benefits of natural and organic drinks has been driving the market. Energy beverage consumption has turned into a status symbol, especially for youth. Such consumer behavior type is expected to drive further the overall market demand. Consumption of alcohol mixed with these energy beverages is quite popular in urban areas.

Energy drinks have formed an integral part of social gatherings, parties, and celebrations. Substitute's availability is anticipated to provide a significant threat to industry growth. Energy drinks face stiff competition from aerated beverages, malted health drinks, and packaged juice.

Taurine is another major component, which is essential for cardiovascular function and skeletal muscle development. Energy drinks manufacturers claim that these beverages reduce muscle fatigue, ease the mental process and protect heart health. However, a scientific consensus is yet to be achieved to support these statements. Increasing awareness of health consciousness is the key driver for the growth in energy drinks

demand.

Recent trends show that most of the manufacturers create product awareness through attractive advertising. These manufacturers sponsor major sports events. Red Bull undertakes marketing campaigns in major football events and Formula 1 car racing. They have been targeting the youth through extreme sports event. Distinguished sports personalities are endorsed to promote the brand. This kind of push strategy for increasing the global demand is very popular in energy drink market.

The non-organic segment was the leading revenue contributor in 2016. Due to high initial market penetration and no specific focus on the target market, these products are projected to aid the market. At the same time, people lack awareness about the choice of products and these happen to be cheaper than their counterparts. However, there has been a trend of organic substances based products that have penetrated the market.

This trend has also penetrated the energy drinks market. Since people are realizing the importance of organic compounds in their consumption habits, this segment is expected to aid its growth in the U.S., eventually will increase the growth of organic energy drinks market exponentially over the forecast period. Increasing disposable income and changing lifestyle of young population are expected to trigger market growth of on-trade distribution channel over the forecast period.

Increasing demand for convenience beverage and changing lifestyle in the region like workaholic culture, rising sports activities and increasing income are attributed to the market growth. The growing urban class has been the most attracting factor for the market growth in the U.S. The rising popularity of sports in the country has a huge potential for promoting their brand and create a sense of recognition and loyalty among the customer.

The U.S. economy is undergoing a large-scale development. Due to this there is huge demand for these energies enhancing drinks since they improve the performance of the individuals and help them to deliver better results and impact positively to the growth of U.S. energy drinks market over the forecast period.

U.S. Energy Drinks Market Report Highlights

The energy drinks segment held a revenue share of 94.0% of the U.S. revenue in 2024, due to strong demand from young adults, athletes, and busy

professionals seeking quick and convenient energy boosts for physical and mental activities

The conventional energy drinks segment accounted for a share of 91.7% of the U.S. revenue in 2024. Major players like Red Bull and Monster dominate this segment by offering classic formulations with proven energy-boosting ingredients such as caffeine, taurine, and B vitamins

The cans energy drinks segment held a share of 92.5% of the U.S. revenue in 2024. Metal cans offer superior convenience, product protection, and sustainability that strongly appeal to consumers and manufacturers alike

The sales of energy drinks through off-trade held a share of around 84.5% of the U.S. revenue in 2024. Off-trade outlets-such as supermarkets, hypermarkets, convenience stores, and retail chains-provide extensive shelf space with diverse energy drink brands and flavors

Energy drinks sales through the on-trade are projected to grow at a CAGR of 5.3% from 2025 to 2030, driven by increasing consumer preference for experiential consumption in social settings like bars, clubs, and restaurants

Companies Mentioned

Red Bull GmbH
Taisho Pharmaceutical Holdings Co. Ltd.
PepsiCo, Inc.
Monster Beverage Corporation
Lucozade Ribena Suntory Limited
The Coca-Cola Company
Amway Corp
AriZona Beverages USA
Living Essentials Marketing, LLC
XYIENCE Energy

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Type Outlook
- 2.4. Packaging Outlook
- 2.5. Distribution Channel Outlook

CHAPTER 3. U.S. ENERGY DRINKS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Outlook
 - 3.2.2. Manufacturing & Technology Outlook
 - 3.2.3. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. U.S. ENERGY DRINKS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. U.S. Energy Drinks Market, By Product: Key Takeaways
- 4.2. Product Movement Analysis & Market Share, 2024 & 2030
- 4.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million)
 - 4.3.1. Energy Drinks
 - 4.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.3.2. Energy Shots
 - 4.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 5. U.S. ENERGY DRINKS MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. U.S. Energy Drinks Market, By Type: Key Takeaways
- 5.2. Type Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Type, 2018 - 2030 (USD Million)
 - 5.3.1. Organic
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Organic
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. U.S. ENERGY DRINKS MARKET: PACKAGING ESTIMATES & TREND ANALYSIS

- 6.1. U.S. Energy Drinks Market, By Packaging: Key Takeaways
- 6.2. Packaging Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Packaging, 2018 - 2030 (USD Million)
 - 6.3.1. Bottles
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Cans
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.3. Others
 - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. U.S. ENERGY DRINKS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. U.S. Energy Drinks Market, By Distribution Channel: Key Takeaways

- 7.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 7.3.1. On-Trade
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2. Off-Trade
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

- 8.1. Recent developments & impact analysis, by key market participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Red Bull GmbH
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. Taisho Pharmaceutical Holdings Co., Ltd.
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Portfolios
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. PepsiCo, Inc.
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Portfolios
 - 8.9.3.4. Strategic Initiatives
 - 8.9.4. Monster Beverage Corporation
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
 - 8.9.5. Lucozade Ribena Suntory Limited

- 8.9.5.1. Company Overview
- 8.9.5.2. Financial Performance
- 8.9.5.3. Product Portfolios
- 8.9.5.4. Strategic Initiatives
- 8.9.6. The Coca-Cola Company
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. Amway Corp
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. AriZona Beverages USA
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. Living Essentials Marketing, LLC
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives
- 8.9.10. XYIENCE Energy
 - 8.9.10.1. Company Overview
 - 8.9.10.2. Financial Performance
 - 8.9.10.3. Product Portfolios
 - 8.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. U.S. energy drinks market - Key market driver analysis
2. U.S. energy drinks market - Key market restraint analysis
3. U.S. energy drinks market estimates & forecast, by product (USD Million)
4. U.S. energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
5. U.S. Energy shorts market estimates and forecast, 2018 - 2030 (USD Million)
6. U.S. energy drinks market estimates & forecast, by type (USD Million)
7. U.S. organic energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
8. U.S. conventional energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
9. U.S. energy drinks market estimates & forecast, by packaging (USD Million)
10. U.S. bottles energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
11. U.S. cans energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
12. U.S. other energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
13. U.S. energy drinks market estimates & forecast, by distribution channel (USD Million)
14. U.S. on-trade energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
15. U.S. off-trade energy drinks market estimates and forecast, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

1. U.S. energy drinks market snapshot
2. U.S. energy drinks market segmentation & scope
3. U.S. energy drinks market penetration & growth prospect mapping
4. U.S. energy drinks market value chain analysis
5. U.S. energy drinks market dynamics
6. U.S. energy drinks market Porter's Five Forces analysis
7. U.S. energy drinks market: product movement analysis, 2024 & 2030 (%)
8. U.S. energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
9. U.S. Energy shorts market estimates and forecast, 2018 - 2030 (USD Million)
10. U.S. energy drinks market: type movement analysis, 2024 & 2030 (%)
11. U.S. organic energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
12. U.S. conventional energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
13. U.S. energy drinks market: packaging movement analysis, 2024 & 2030 (%)
14. U.S. bottles energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
15. U.S. cans energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
16. U.S. other energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
17. U.S. energy drinks market: Distribution channel movement analysis, 2024 & 2030 (%)
18. U.S. on-trade energy drinks market estimates and forecast, 2018 - 2030 (USD Million)
19. U.S. off-trade energy drinks market estimates and forecast, 2018 - 2030 (USD Million)

I would like to order

Product name: U.S. Energy Drinks Market Size, Share & Trends Analysis Report by Product (Energy Drinks, Energy Shorts), By Type (Organic, Conventional), By Packaging (Bottles, Cans), By Distribution Channel, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/U81DB09F4328EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U81DB09F4328EN.html>