

North America Energy Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The North America Energy Drinks Market size is estimated at 21.31 billion USD in 2024, and is expected to reach 25.58 billion USD by 2030, growing at a CAGR of 3.09% during the forecast period (2024-2030).

Rising demand for clean-label and sugar-free energy drinks is propelling the sales of the segment

Energy drinks rapidly gained popularity among consumers in North America, especially those from the millennial and Gen Z populations. Energy drinks claim to increase energy while enhancing mental alertness and physical performance by providing consumers with 70 to 250 milligrams of caffeine per container, allowing Americans to work longer. As a result, the sales value of energy drinks in North America registered a growth rate of 5.6% by value from 2021 to 2023. Traditional energy drinks account for the largest share, with popular brands like Red Bull and Monster serving energy drinks.

Also, there is a growing demand for clean-label products and a rising awareness of healthy food, as Americans are increasingly consuming energy drinks that are nutrient-rich, sugar-free, and organic. As of 2022, more than 37% of consumers in the United States preferred clean-label products, including energy drinks. Guru turned the energy drink industry on its head with the release of their organic, plant-based energy beverage, which is plant-based and filled with nootropic components that include vitamins, minerals, and herbs. Furthermore, No Sugar Company, in 2022, announced the launch of a line of natural energy, naturally caffeinated, and plant-based energy

drinks named Joyburst.

Among the energy drinks category, sugar-free/low-calorie energy drinks are expected to be the fastest-growing energy drink type in the North American states, registering a value CAGR of 5.74% from 2024 to 2030. The growth is aided by growing awareness among consumers to limit the consumption of sugar content due to increased diabetic concerns. There were over 37.3 million diabetic people in 2022 within the United States, which holds a prominent share in North America.

The surging participation of youth in outdoor activities and recreational pursuits is driving the demand for energy drinks

The North American energy drinks market is growing rapidly, with sales value increasing at 6.37% over 2021-2023. Consumers in the region are increasingly demanding energy drink offerings, and manufacturers are responding with new and innovative products. During 2022-23, popular brands like Red Bull, Monster, VPX, Rockstar, and Reign consistently launched a variety of energy drink offerings to attract customers.

The United States occupies the largest market share in the North American energy drinks market, which can be due to the larger number of people in the country engaging in a variety of high-intensity physical activities like hiking, cycling, running, and other sports activities. Hiking is voted the most popular outdoor activity in the country, with approximately 60 million people participating in hiking as of 2022 and 881,000 people newly added. Apart from improving heart and brain function, along with increasing energy levels, the beverages contain caffeine, which helps increase alertness and attention, necessary attributes for activities like hiking.

Canada is expected to be the fastest-growing country, apart from the Rest of North America, with a CAGR of 5.81% by value during 2024-2030. This growth trajectory is underpinned by a growing youth demographic driven by rising education and job prospects. As of 2022, almost 65% of the Canadian population was in the age group of 15-64 years, which is expected to propel the market's growth, along with a high rate of participation in sports and other recreational activities.

North America Energy Drinks Market Trends

The growing need for instant boost and alertness, especially among youngsters fuels the demand for energy drink

The prevalence of energy drink consumption is around 42% among the university students in America. Around two thirds of energy drink consumers in North America are between 13–35 years old of which men account for two thirds of the market.

Consumers are looking for energy drinks made with natural or plant-based ingredients. This trend aligns with the broader movement toward healthier and cleaner products.

An energy drink containing 20 milligrams of caffeine per 100 milliliters or more is taxed at 25%. The high price of the product will negatively effects the sales in the region.

Health-conscious consumers often seek energy drinks with lower sugar content or those labeled as "sugar-free" or "reduced sugar." High sugar intake is associated with various health issues, including obesity and diabetes.

North America Energy Drinks Industry Overview

The North America Energy Drinks Market is fairly consolidated, with the top five companies occupying 70.08%. The major players in this market are Congo Brands, Living Essentials, LLC, Monster Beverage Corporation, PepsiCo, Inc. and Red Bull GmbH (sorted alphabetically).

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