

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

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Abstracts

The United States Energy Drinks Market size is estimated at 19.07 billion USD in 2024, and is expected to reach 22.57 billion USD by 2030, growing at a CAGR of 2.84% during the forecast period (2024-2030).

Easy accessibility of traditional energy drinks in novel flavors and ingredient combinations is supporting the market's growth

Energy drinks rapidly gained popularity among consumers in the United States, especially those from the millennial and Gen Z groups. The growing demand for energy drinks as a potential energy booster to improve physical and cognitive performance has been shaping the market's growth. Additionally, specific clean-label claims, like gluten-free, sugar-free, and organic, are influencing consumers who indulge in sports. As a result, the sales value of energy drinks in the United States registered a growth rate of 5.6% in 2023 compared to 2021.

Traditional energy drinks hold a major market share in the energy drinks market. They are expected to register a growth rate of 8.4% by value from 2024 to 2028. The growth is boosted by the growing availability and easy accessibility of traditional energy drinks in novel flavors and ingredient combinations, wherein these energy drinks are available as a standalone product or in combination with juices or spirits in the form of mocktails and cocktails, respectively. In 2023, more than 35% of consumers in the United States aged 18- 29 years stated that they drink energy drinks regularly.

Within the energy drinks market, the natural/organic segment is witnessing the highest growth in the United States. The segment is projected to register a CAGR of 4.38% by value during 2023-2030. US manufacturers are capitalizing on this trend by introducing lines of natural, naturally caffeinated, and plant-based energy drinks. Notable brands in this space include Reign Storm, Zoa, and Proper Wild.

United States Energy Drinks Market Trends

Growing trend of health-conscious consumers looking for low-calorie beverages fuels the segment sales

Energy drinks claim to increase energy while enhancing mental alertness and physical performance owing to their higher caffeine content. In the US, 85% of the population drank caffeinated beverages every day in 2022.

In recent years, the consumption of energy drinks has been increasing steadily owing to the consumer preference for instant hydration coupled with sugar-free and calorie-free beverages. Considering the worldwide per capita consumption of Energy drinks, the United States of America ranks first by scoring 28.4% of average volume in liters in 2023.

Packaging is one of the extremely important attributes for energy drinks, with 39% of American consumers indicating that the environmental impact of packaging is important to their purchasing decisions in 2023.

The average selling prices of energy drinks are mainly influenced by the rise and fall in raw material prices, including sugar, caffeine, flavors, and other additives. Most energy drinks are expensive, as of 2023, the average cost of an energy drink ranges between USD 2.50-USD 5 for a 16-ounce can.

United States Energy Drinks Industry Overview

The United States Energy Drinks Market is fairly consolidated, with the top five companies occupying 66.30%. 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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