

United States Energy Drink Market Forecast 2021-2027, Industry Trends, Share, Insight, Growth, Impact of COVID-19, Opportunity Company Analysis

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Abstracts

In the United States, energy drinks' consumption has gained immense popularity among the millennial population over the last decade, and it has now become a multibillion-dollar industry. It is an integral part of social gatherings, parties, and celebrations in the United States. An energy drink contains stimulant compounds, usually caffeine, which is marketed as providing mental and physical stimulation. It is not carbonated and contains sugar, other sweeteners, herbal extracts, taurine, and amino acids. According to Renub Research, United States Energy Drink Market will be US\$ 28.25 Billion by 2027.

Factors Driving Energy Drink Market of United States

Besides, the massive consumption of energy drinks and the huge coffee experience in the United States has promoted the idea of energy shots into the mainstream, a major factor driving the sales of energy drinks in the country. The expanding health consciousness among individuals, along with sedentary lifestyles and busy schedules of working professionals, is shifting consumer preferences towards functional beverages. This, in turn, is continuing to fuel the growth of the United States energy drink industry.

Additionally, the consumption of energy drinks has turned into a status symbol, especially for the youth residing in urban areas. This has happened in an increased dependence on energy drinks. Specific clean-label claims, like non-organic, natural and organic, among others, are influencing consumers, primarily teenagers and young adults (major target consumers), who indulge in sports activities.

United States Energy Drink Market was US\$ 19.63 Billion in 2020.

Based on type, the United States Energy Drink Industry is segmented into Alcoholic and Non-Alcoholic Beverages. Non-Alcoholic beverages comprise sports drinks, bottled water, carbonated drinks, fruit and vegetable juices, and ready-to-drink tea and coffee. At present, a significant rise in the number of individuals participating in sports and other physical activities is catalyzing the demand for energy drinks in the United States as they help increase energy levels and enhance mental alertness and physical performance.

United States Energy Drink Market size will grow with a CAGR of 5.34% during (2020-2027)

Energy drink remains the most popular supplement besides multivitamins in the American adolescent young and adult population. Most of all, American male and female adolescents use these supplements regularly to maintain a healthy lifestyle. The primary reason for their use is a desire to reduce or control body fat, along with growing rates of lifestyle-related diseases, which inspired health-oriented consumers to opt for healthy and sugar-free drinks. As per Statista, in 2018, 33.85 percent of respondents aged 18 to 29 years stated they drink energy drinks regularly.

Based on Distribution Channels

In the United States, distribution channels such as Convenience Stores, Foodservice, Mass Merchandisers, Supermarket and others are provided energy drinks in multiple flavors and primary packaging, including plastic, glass, and metals. PET bottles and cans provide consumers with a wide range to choose their suitable drinks based on packaging and flavor.

Furthermore, the availability of energy drinks on e-commerce platforms has resulted in the convenience of buying goods without any physical constraints. E-commerce offers convenience and comfort and provides information regarding products, prices, benefits, and comprehensive value evaluation before committing a purchase.

COVID-19 Impact on United States Energy Drink Market Size

The exclusive sales of energy drinks declined considerably during the COVID-19 pandemic due to limited consumer demand as outdoor activities were refrained and a reduction in inventory by the major companies, including Monster Beverage. Additionally, the production of numerous products launches, thereby hindering the

market growth over the medium term.

Energy Drinks Industry of USA is highly consolidated with Key Players

Companies like Red Bull, Monster Beverage Corporation, PepsiCo, National Beverage Corp, Suntory Holdings Limited and Constellation Brands working in the market are concentrating on personalization and convenience. They also provide healthy, zero-calorie, and low-sugar functional energy drinks to scale their energy drink production in the United States.

Renub Research latest report "United States Energy Drink Market, by Type (Alcoholic and Non-Alcoholic), Product (non-organic, natural and organic), Packaging (plastic, glass, metals and others), End-Users (Kids, Adults, Teenagers), Gender (Women, Man), Distribution Channel (Convenience Stores, Foodservice, Mass Merchandisers, Supermarket and others), Company Analysis (Red Bull, Monster Beverage Corporation, PepsiCo, National Beverage Corp, Suntory Holdings Limited and Constellation Brands)" provides complete details on United States Energy Drink Industry.

Type – United States Energy Drink Market has covered from 2 viewpoints:

1. Alcoholic
2. Non-Alcoholic

Product – United States Energy Drink Market has covered from 3 viewpoints:

1. Non Organic
2. Organic
3. Natural

Packaging - United States Energy Drink Market has covered from 4 viewpoints:

1. Plastic
2. Glass
3. Metal
4. Other

End User - United States Energy Drink Market has covered from 3 viewpoints:

1. Kids

2. Adults
3. Teenagers

Gender - United States Energy Drink Market has covered from 2 viewpoints:

1. Women
2. Man

Distribution Channel - United States Energy Drink Market has covered from 5 viewpoints:

1. Convenience Stores
2. Foodservice
3. Mass Merchandisers
4. Supermarket
5. Other

All key players have been covered from 3 viewpoints

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1. Red Bull
2. Monster Beverage Corporation
3. PepsiCo
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