

Find Your Flow



Energy

Energy products are particularly popular among younger consumers, with 22% of Gen Z and 21% of Millennials likely to purchase them, compared to lower interest from Gen X (14%) and Boomers (12%).

Growth and Where to Watch

Despite their popularity, 31% of adults feel self-conscious about drinking energy drinks, suggesting a potential barrier to broader adoption. Addressing this stigma could unlock further market growth, particularly among image-conscious consumers.

Flavours Growing

Nearly 50% of energy drink users express a preference for tropical flavours, yet these only represent 16% of new product launches. There's a clear gap between consumer demand and market offerings, presenting an opportunity for brands to capitalize on this flavour trend.

Factors prioritised when choosing sports/energy drinks, 2021

"When choosing between sports/energy drinks, which of these factors would you usually prioritise? Please select up to 5."

