



# Energy Drinks in the US

December 2025

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## Energy Drinks in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks enjoys surging appeal

#### INDUSTRY PERFORMANCE

Dynamic year of development and growth for energy drinks

Consumers look to energy drinks as performance enhancer and cognitive support beverages

#### WHAT'S NEXT?

Strong growth opportunities remain amidst challenges

“Clean caffeine” to redefine energy drinks

Energy drinks faces stricter regulation

#### COMPETITIVE LANDSCAPE

Monster Beverage invests in the category to maintain the leading position

Major acquisition activity disrupts energy drinks in the US

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Convenience retailers deliver on demand needs

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Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

#### WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

## COMPETITIVE LANDSCAPE

The leading player innovates and premiumises its offer to stay ahead

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