



Euromonitor  
International

# Reclaiming the Energy Market: Coffee's Role in Modern Consumer Lifestyles

July 2026

## EXECUTIVE SUMMARY

Why read this report?

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Key findings

## INTRODUCTION

Energy management is happening, but coffee was not invited - until now

Energy management is expanding across categories, and coffee risks falling behind

The coffee industry needs to act

## WHY ENERGY MANAGEMENT WILL RESHAPE COFFEE GROWTH

Energy management: Coffee's route to new growth

If coffee is not taking the caffeine space, others will

Brands are under price pressure but adding a premium is difficult

At the same time energy management has seen massive growth, just not in hot drinks

Caffeine perception keeps being questioned by consumers

Caffeine itself is not being rejected; automatic consumption is

Coffee industry is starting to understand relevance of energy managers

## WHO IS MANAGING ENERGY, AND WHAT ARE THEY TRYING TO SOLVE?

Individuality is not a trend, it is simple reality in most societies

Customising for individual energy needs

Decaf is not only for energy managers, but a necessity to survive for coffee brands

Different times, different needs

Functional ingredients target energy managers

## HOW COFFEE BRANDS CAN WIN IN ENERGY MANAGEMENT

Recapture lost occasions with different energy levels

Winning the race in a healthy way

High-need consumers need clear decaf reassurance

Choosing the right decaf method

Big innovation chance for pod systems: An energy manager system

Cafés and coffee brands need clearer energy scales

## CONCLUSION

Recommendations/Opportunities for growth

Evolution of energy management

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/reclaiming-the-energy-market-coffees-role-in-modern-consumer-lifestyles/report](http://www.euromonitor.com/reclaiming-the-energy-market-coffees-role-in-modern-consumer-lifestyles/report).