

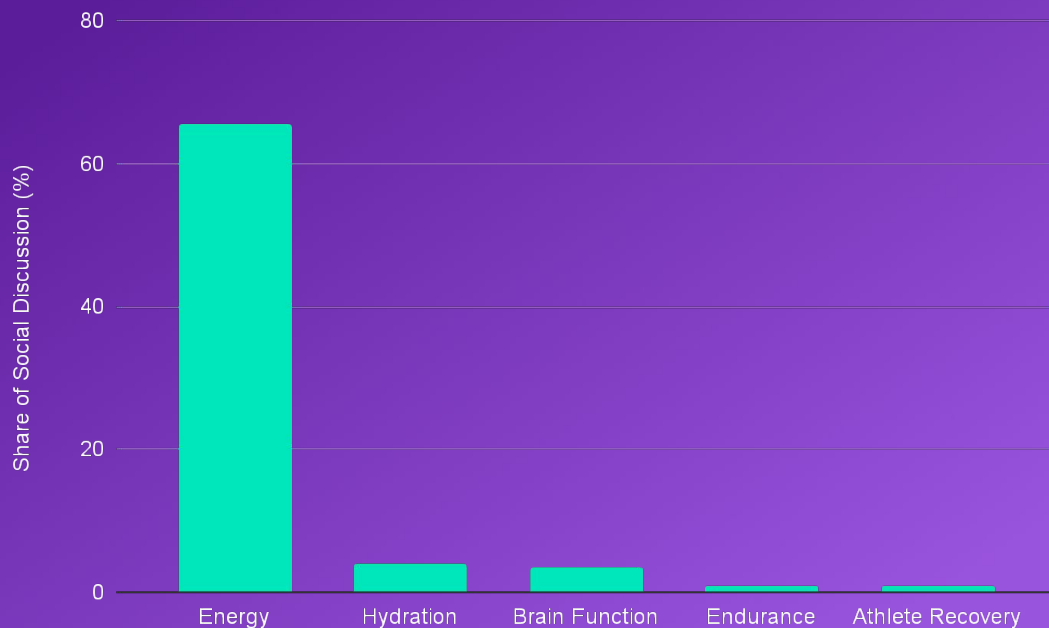


A Journey into the Contemporary Landscape of US Energy Drink Trends



Consumers turn to energy drinks to boost both physical and mental performance

Top Consumer Needs in Energy Drink Social Discussion (US)



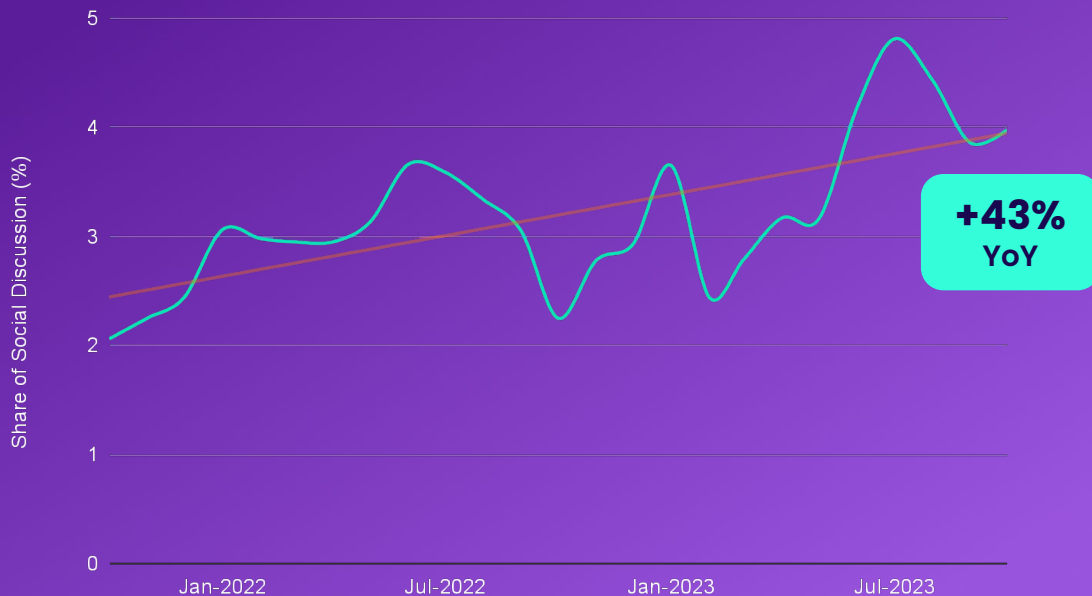
Beyond energy, consumers turn to energy drinks to increase mental alertness and concentration, and to refuel during or after workouts.

Energy drinks are in liquid form, providing hydration that helps replenish water levels after physical exertion.

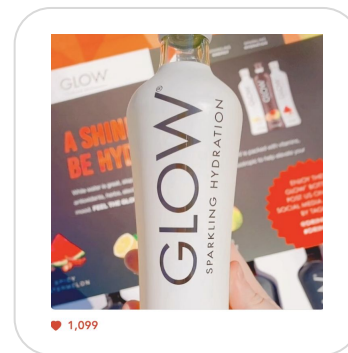


Caffeine can be dehydrating; Add electrolytes to energy drinks to increase hydration

Hydration in Energy Drink Social Discussion (US)



26% of hydration conversation in energy drinks features electrolytes



Have you heard of these yummy drinks yet?! 🍹 @drinkglow by **Kylie Jenner**
GLOW Beverages are offered in two formulas; hydration and **hydration+energy**.

We have a Sparkling **Energy** which is infused with **electrolytes** and vitamins paired with a proprietary blend of ingredients to help support a healthy mind and body.

High caffeine & sugar lead to anxiety, unstable blood sugar, high blood pressure & palpitations

Rising Concerns in Energy Drink Social Discussion (US)



Consumers are raising concerns about the effects of energy drinks, claiming that high concentrations of caffeine and sugars cause **anxiety & jitteriness** followed by a sudden **drop in blood sugar** levels that leads to a **crash** in energy.

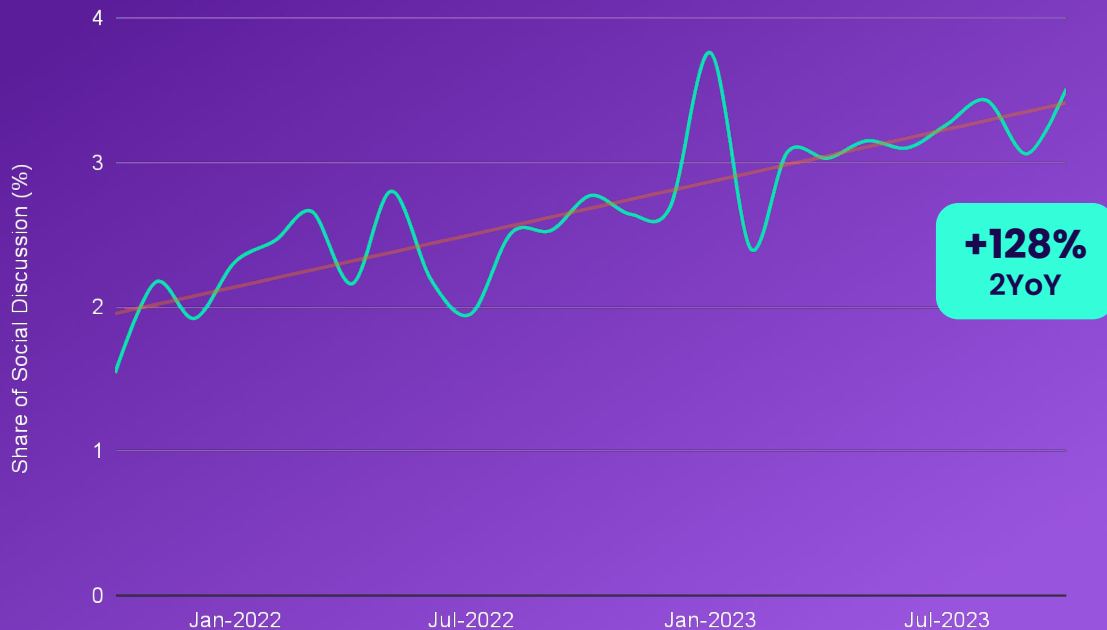
Excessive caffeine intake can also lead to **increased heart rate, palpitations**, and elevated **blood pressure**. Individuals with pre-existing heart conditions may be more susceptible to these effects.

Women are especially cautious about consuming energy drinks during **pregnancy** as caffeine can cross the placenta and affect the developing **fetus**.

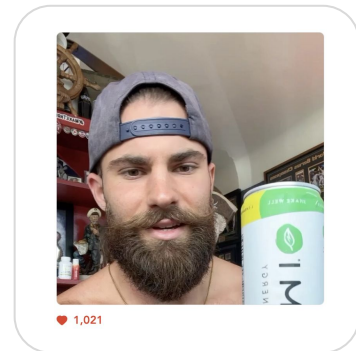
As a result consumers are moving towards **natural** alternatives that provide '**clean energy**'.

Consumers are on the hunt for natural, clean energy

Clean Energy in Energy Drink Social Discussion (US)



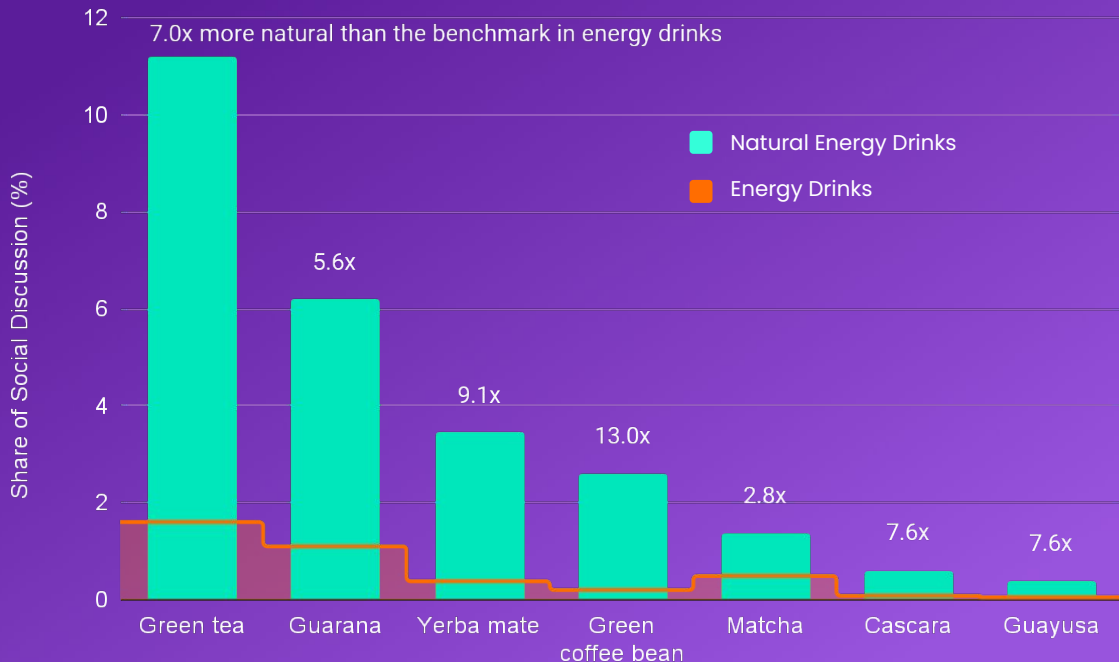
21% of clean energy conversations in energy drinks features natural



Usually my search for **clean energy** ends in dismay, as everything is either loaded with **sugar** or **artificial sweeteners** that wreak havoc on your gut & brain. I noticed a bright green can that I'd never seen before 🙄 It was @drinksomi. It **wasn't loaded with caffeine** like most energy drinks PLUS it contains **L-Theanine** which is one of my favorite nootropics, especially when combined with caffeine as it **reduces the jitters**/nervousness. It provides a nice clear, alert, and relaxed effect.
#naturalenergydrink

Other caffeine sources contain compounds that cause more balanced release of energy

Natural Caffeine Sources in Energy Drink Social Discussion (US)



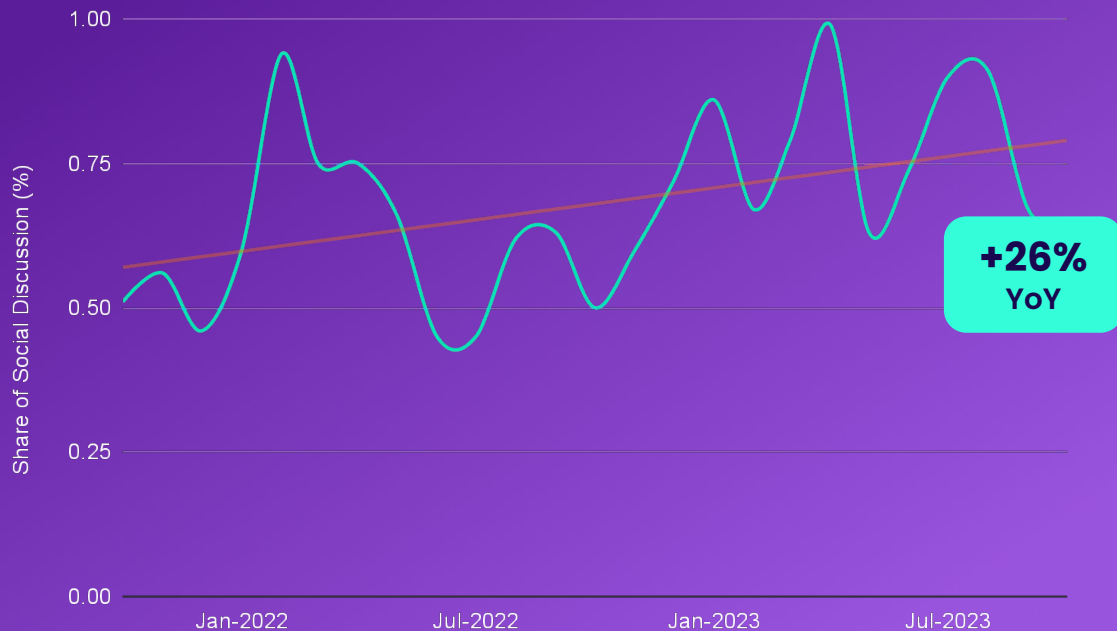
Green tea, guarayusa and matcha all contain **L-Theanine** which can increase alpha wave activity in the brain (associated with relaxation). This counteracts the stimulant effects of caffeine and contributes to a more balanced and sustained energy state.

Yerba mate contains **theophylline**, which is known to relax smooth muscles, including those in the airways. This relaxation effect influences the release of caffeine, leading to a more gradual and sustained impact.

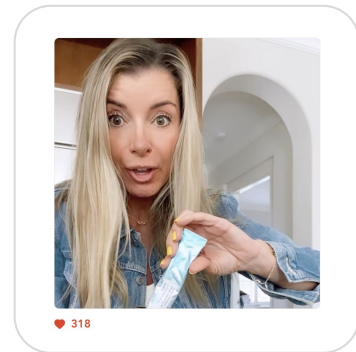
Guarana contains **tannins** which form complexes with caffeine, slowing down the absorption of caffeine, resulting in a more extended release and a more sustained effect

Adaptogens are capturing attention as alternatives to caffeine

Adaptogens in Energy Drink Social Discussion (US)



9% of “Natural” conversation in energy drinks features adaptogens



If you or someone you know is still drinking Monster, Red Bull, let me shed some light. These drinks are **TOXIC**. With 54 grams of **sugar** and an ingredient list full of **chemicals**, this short term energy boost can lead to long term health problems. Fortunately there are so many healthier options. **Adaptogens** are plants & mushrooms that help your body respond to stress, **anxiety, fatigue** and overall wellbeing. Look for products that incorporate ashwaganda, shisandra, & vitamin B12.

Adaptogenic herbs can replace traditional caffeine sources in energy drinks, providing cleaner energy



Rhodiola

+27% YoY in social buzz

Scientific studies suggest that rhodiola may play a role in improving mitochondrial function, leading to increased cellular energy production and a more sustained and balanced release of energy. Furthermore, rhodiola has been linked to the regulation of neurotransmitters, including serotonin and norepinephrine, influencing mood and alertness.



Schisandra

+87% YoY in social buzz

Recognized for its adaptogenic and anti-fatigue properties, schisandra helps the body manage stress and combat fatigue. Studies suggest that schisandra may contribute to improved physical performance and endurance by modulating the body's response to stressors. The antioxidant compounds in schisandra, such as lignans, can help combat oxidative stress leading to improved cellular function and reduced fatigue.



Panax / Ginseng

+27% YoY in social buzz

Ginseng's antioxidative and anti-inflammatory effects, coupled with its ability to support mitochondrial function, position it as a valuable ingredient for sustained energy and diminished fatigue. Ginseng's potential to regulate neurotransmitters like dopamine and norepinephrine contributes to improved mood, alertness, and overall energy levels, addressing the multifaceted aspects of fatigue.

Adaptogenic mushrooms also support energy goals and make a valuable addition to energy drinks



Cordyceps

+21% YoY in social buzz

Cordyceps mushrooms are known for their potential to enhance energy levels and endurance. They are believed to increase the production of adenosine triphosphate (ATP), the primary energy currency of cells, leading to improved physical performance and reduced fatigue.



Lion's Mane

+7% YoY in social buzz

Lion's mane mushroom is thought to have neuroprotective properties and may support the nervous system. By promoting nerve growth factor (NGF), it could contribute to cognitive function and mental clarity, aspects important for sustained energy throughout the day.



Reishi

+8% YoY in social buzz

Reishi mushroom is renowned for its calming and stress-reducing effects. By modulating the body's stress response, reishi may indirectly support energy levels. Its adaptogenic nature may contribute to a more balanced and sustained release of energy, avoiding the highs and lows associated with stimulants.



Flavor Profiles to Watch



Refreshing fruity flavors like berries, citrus and tropical fruit lead the way in social media, with confectionery flavors heating up

Emerging

-  Oreo
-  Lavender
-  Cotton Candy
-  Pumpkin Spice
-  Bubble Gum
- Peppermint
-  Salted Caramel
- Marshmallow
- Tajin

Trending

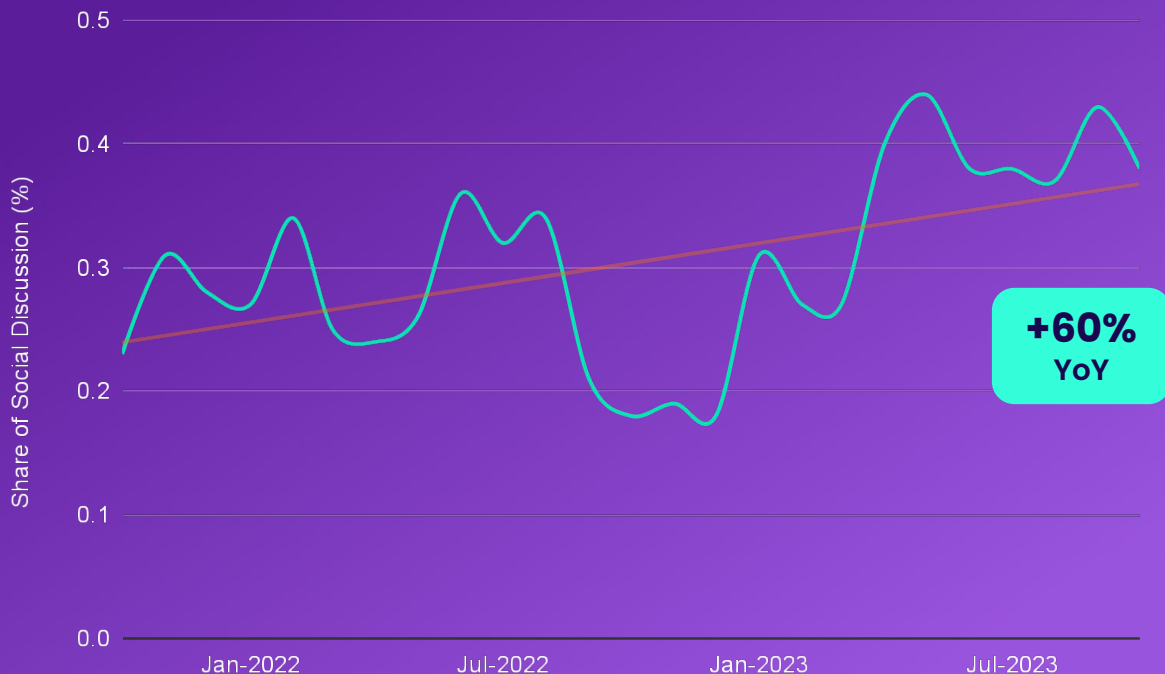
-  Coconut
- Cherry
- Grape
-  Caramel
-  Cinnamon
-  Blackberry
- Mushroom
- Pear

Mature

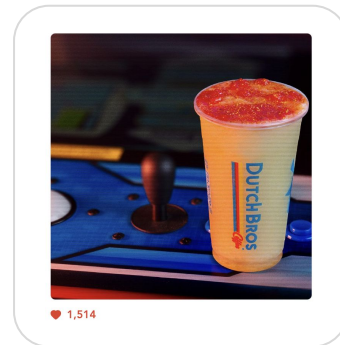
- Berry
- Strawberry
-  Orange
-  Mango
-  Chocolate
-  Peach
-  Watermelon
-  Apple
-  Raspberry
- Pineapple
-  Lemon
-  Lime
- Banana
- Vanilla
-  Pomegranate

Spicy mangonada kicks mango flavored energy drinks up a gear

Spicy in Energy Drink Social Discussion (US)



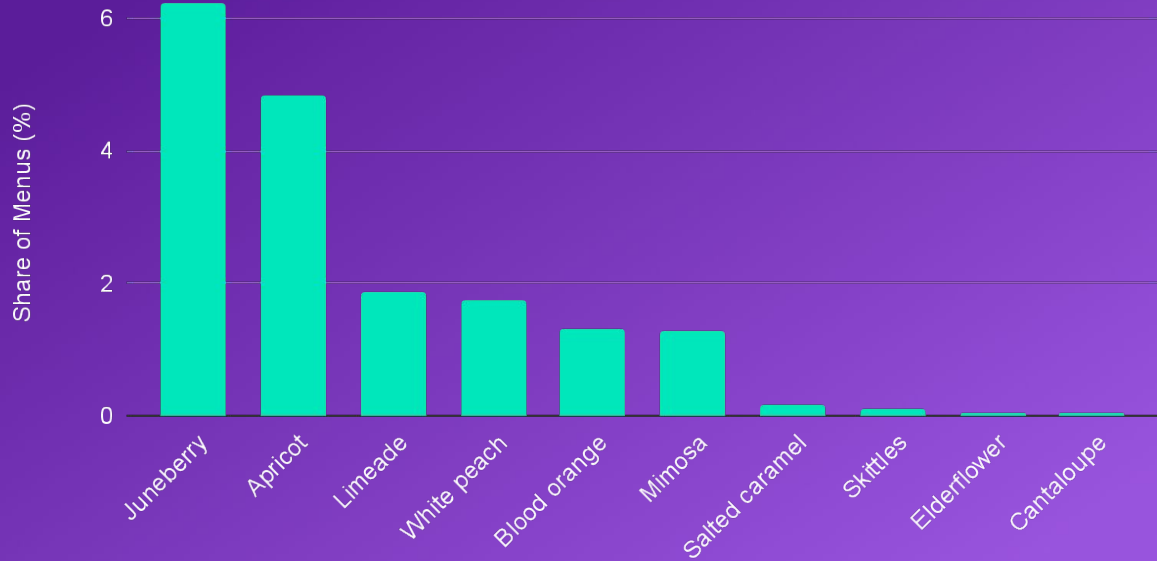
Mangonada is rising at
+109% YoY



Your day is about to heat up with the new **Mangonada Rebel** - this **sweet & spicy energy drink** features Mangonada syrup topped with Strawberry Real Fruit + Tajin 🔥 Available at all West Valley locations for limited time!

Juneberry, apricot and blood orange are amongst the fastest growing flavors on menus

Fastest Growing Energy Drink Flavors on Menus (US)



Redbull's Juneberry summer edition was taken up fast on menus



Red Bull summer edition vitalizes the body and mind with the taste of **Juneberry**. Enjoy with a pizza for pickup or delivery!



Thank you!

