

FIVE REASONS WHY



1

ENERGY DRINKS ARE A

SUCCESS STORY

SINCE THE 1980s ...



2

PROFIT FROM A

GROWING CATEGORY



MORE THAN

+30%

GLOBAL TILL 2029

SOURCE: GLOBALDATA

3



ENERGY

IS THE

MOST POPULAR FUNCTIONAL CLAIM

FOR NON ALC BEVS

SOURCE: MINTEL GNPD

4



ENERGY DRINKS ARE HIGHLY SUBMERGED

IN PEOPLE'S DAILY ROUTINES

WHICH MIGHT BE ONE OF THE REASONS WHY THEY ARE SO RESILIENT.

ANGELA WYNNE,
GLOBAL DATA ANALYST

5

MANY POSSIBILITIES



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YOUR PARTNER IN TASTE.

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