

FIVE
REASONS
WHY

ENERGY DRINKS

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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