Euromonitor International

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

CHANNELS

Convenience retailers deliver on demand needs
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Soft Drinks in the US - Industry Overview

EXECUTIVE SUMMARY

Premiumisation and caution visible in soft drinks in the US

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INDUSTRY PERFORMANCE

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
Poppi surges after PepsiCo acquisition

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