Euromonitor International

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

July 2026

EXECUTIVE SUMMARY

Why read this report?

EXECUTIVE SUMMARY

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.