



Euromonitor
International

Energy Drinks in the US

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Reduced sugar energy drinks overtakes sales of regular energy drinks
- Flavour innovation continues to drive dynamism in energy drinks
- As volume sales start to suffer from high price growth, players take action

PROSPECTS AND OPPORTUNITIES

- More flavour options could result in choice overload for consumers
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Fountain sales in the US

Growth continues, but sales fail to return to the pre-pandemic level

Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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