# THE ENERGY DRINKS CATEGORY

## WHAT ARE THE DIFFERENT SEGMENTS WITHIN ENERGY DRINKS AND WHY ARE THEY IMPORTANT?

### TRADITIONAL ENERGY DRINKS

This is where the energy story began and kick-started a whole new category. Still the fastest selling on-the-go energy drinks, these were historically the entry point to the category and act as a signpost for your shoppers to help them find energy drinks.

### PERFORMANCE ENERGY DRINKS

This is an emerging segment within the energy category and offers products that have been enhanced for sport and fitness lifestyles. Attracting new shoppers to the category, these drinks provide zero sugar and additional benefits such as BCAA's and Electrolytes

Fastest selling on-the-go energy drinks. Experienced huge growth in sales over the past few years. Biggest driver of energy growth over the past couple of years. – Source: Nielsen Total Market MAT Value w/e 01.01.2022.

## FLAVOURED ENERGY DRINKS

This segment of Energy Drinks has been the biggest driver of energy growth over the past couple of years. These products are for your shoppers who want all the functional benefits of a Traditional energy drink but with fully loaded flavour.

## ZERO SUGAR ENERGY DRINKS

Zero sugar energy drinks have experienced huge growth in sales over the past few years as more shoppers look to reduce their sugar intake without compromising on taste. Products in this segment deliver the functionality of an Energy Drink but with zero sugar.