

Energy Drink Sales Set to Reach ?1 Billion

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New research from MINTEL* finds sales of energy and stimulant drinks set to pass the ?1 billion barrier this year, taking sales of these stamina boosting drinks to an incredible ?1 in every ?5 spent on soft drinks.

Today's 24/7 lifestyle is driving the sales of energy drinks, with volume having increased by an impressive 75% and value by some 71% since 2000. Energy and stimulant drinks have now clearly moved from niche to mass-market, having seen sales double every year since their introduction.

"The UK has the longest working hours in the EU, and in order to get the most out of every day, consumers are increasingly looking at products with an extra ?kick?, which is one reason why so many people are reaching for these kinds of drinks. In the UK, this market is also very much lifestyle driven, especially by young, image-conscious adults, who see these drinks as a kind of fashion accessory. What is more, values have been boosted by the fact that energy drinks command a substantial premium over other soft drinks, as consumers are prepared to pay a relatively high price for the energy boost they provide. The fact that they are also widely available means that they fit in with the 24 hour lifestyle," comments Ellen Shiels, Senior Consumer Analyst.

Who is drinking them?

Sleepless nights and hectic days chasing the kids around the house have made energy and stimulant drinks an attractive proposition for many of Britain's bleary-eyed parents. Indeed, almost half (44%) of British parents believe that these drinks are a good pick me up, compared to just three in ten (31%) of those adults without children at home.

Although the majority of people are prepared to pay a premium for these drinks, price still presents the greatest barrier to British consumers, with a quarter (25%) of the population believing that they are too expensive.

A number of British also remain cynical about their properties, with some one in six (16%) not believing the claims made for them. Interestingly just 7% see these drinks as simply a passing fad and a mere 4% believe that they cannot be good for you.

Unsurprisingly, consumption of all the main energy drinks declines with age - in the case of Red Bull, the drop off is most evident from the age of 35, whereas Lucozade Energy has a slightly older age bias as a result of its long established heritage.

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