

Energy & Pre-workout Beverages



Packaging Frenzy

The energy market is shaking things up — moving beyond the usual cans and bottles to new and exciting packaging formats like frozen beverages, single-serve stick packs, and even limited-edition champagne bottles that bring a burst of fun and flavor.



C4 Champagne Energy Liquid Gold Drink is a premium performance energy beverage with 200mg of caffeine and CarnoSyn Beta-Alanine. *Aug. 2025, US | Innova*



f'real Energy Freeze Drink contains 100mg of caffeine and natural & artificial flavors. Flavor: blue raspberry. *Oct. 2024, US | Innova*

Even Better—for you

The rise of health-conscious consumers has prompted brands to innovate using better-for-you options, such as low-calorie, low-sugar, or naturally-sourced energy drinks. This aligns with the growing preference for healthier choices that don't compromise on taste or energy benefits. According to Innova, 46% of energy drink consumers are looking for an energy drink that also delivers vitamins and minerals. *Innova*



Reign Storm Clean Energy Drink may increase energy, accelerate metabolism, support hair and skin health, and improve focus. Flavor: tropical. *Apr. 2025, US | Innova*

Energy Stacking

Energy drinks are getting a makeover—now packed with added benefits, including prebiotics, protein, and hydration, for that all-day edge.



Ryse Energy Drink includes prebiotics, 150mg of natural caffeine, and easily digestible protein, which may support gut health. Flavor: orange creamsicle. *May 2025, US | Innova*

Levels of Energy

Whether it's a midday pick-me-up or a high-octane boost for an intense training session, consumers are craving caffeine on their terms.

Lightly Caffeinated (30-80mg of caffeine)

For those that need a little boost throughout their workday.



Bubbl'r Antioxidant Sparkling Water contains 69mg of natural caffeine per can. Flavor: peach raspberry. *Feb. 2025, US | Innova*

Moderately Caffeinated (80-160 mg of caffeine)

Perfect for that midday pick-me-up or a light to moderate exercise regimen.



Huxley Energy Drink contains 90mg of Cascara superfruit caffeine (an upcycled coffee-bean byproduct rich in antioxidants, fiber, and natural caffeine), 50mg of L-theanine, and 100mg of electrolytes. Flavor: tangerine. *Nov. 2025, US | Innova*

Highly Caffeinated (160-300+mg of caffeine)

Excellent for powering through intense workouts or high-energy activities.



Ghost Legend Pre-workout contains 300mg of caffeine per serving. Flavor: limeade. *Jul. 2025, US | Innova*

Drink by Day Parts

Today's energy drink fans aren't just chasing a caffeine buzz—they want drinks that keep up with their pace, match their vibe, and taste as good as consumers feel when they're on top of their game.



Happy Pop Sparkling Mood Plus Energy Drink contains 100mg of caffeine from green coffee bean. Flavor: berry. *Oct. 2025, US | Innova*

QSR Spotlight

7 Brew Energy Beverages



A premium energy drink crafted by 7 Brew which is available in four flavors, including Ocean Breeze, Night Shade, Pixie Stick, and Sunrise. *Dec. 2025, US | 7 Brew*

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The Market

The overall energy market is poised for success and is expected to continue growing over the next few years. From September 2020 to September 2025, the number of energy product launches experienced a CAGR of 11.9%. In 2024, the energy drink and energy shot market had an estimated value of \$23.9 billion according to Mintel and is forecasted to grow close to 40%, reaching a projected value of \$33.4 billion by 2029. *Innova Market Insights.*

Top 10 Flavors

- | | |
|---------------|-------------------|
| 1. Strawberry | 6. Watermelon |
| 2. Mango | 7. Lemon/Lemonade |
| 3. Orange | 8. Blue Raspberry |
| 4. Peach | 9. Pineapple |
| 5. Berry | 10. Cherry |

Cranberry, Red Grape, Green Apple
other top flavors

Innova (based on new, in-market product launches in North America, 2025)

Top 10 Need States

- | | |
|----------------------|-------------------------|
| 1. Hydration Support | 6. Digestive/Gut Health |
| 2. Brain Health | 7. Mood Health |
| 3. Stamina Support | 8. Mental Health |
| 4. Weight Management | 9. Heart Health |
| 5. Immune Health | 10. Skin Health |

Hair Support, Liver Health, Bone Health
other top need states

Innova (based on new, in-market product launches in North America, 2025)

Flavor Ideas Explore the fun and exciting flavors we've ideated, inspired by trending taste profiles in energy & pre-workout beverages.

Exotic Adventure

Global-inspired combinations that bring intrigue and excitement—for those with a taste for adventure.

*Yuzu Ginger | Mango Dragon Fruit
Mango Chamoy | Lychee Guava*



Fruit-forward Fun

Crisp, juicy, and hydrating—these flavors deliver a clean burst of fruit-forward energy that feels bright and revitalizing.

*Watermelon Peach | Orange Passion Fruit
Cranberry Pomegranate | Strawberry Kiwi*



Indulgent-inspired

Indulgent and nostalgic—smooth, creamy, and satisfying for those who crave a treat with their energy boost.

*Strawberry Shortcake | Vanilla Shirley Temple
Pineapple Whip | Candy Floss Grape*



Tangy Twist

Zesty, tart, and flavor-packed—these blends wake up your senses with punchy citrus or sour fruit notes.

*Tart Cherry Limeade | Calamansi Lime
Sour Apple Lemon | Blue Raspberry Lemonade*



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