

FIVE
REASONS
WHY

ENERGY DRINKS

1
ENERGY DRINKS
ARE A
**SUCCESS
STORY**

SINCE
THE 1980s ...



2
PROFIT FROM A
**GROWING
CATEGORY**



+40%

GLOBAL TILL 2028

SOURCE: GLOBALDATA

3

ENERGY
IS THE
**MOST
POPULAR
FUNCTIONAL
CLAIM**

FOR NON ALC BEVS

SOURCE: MINTEL GNPD

4

ENERGY DRINKS
ARE HIGHLY
SUBMERGED

**IN PEOPLE'S
DAILY ROUTINES**

WHICH MIGHT BE ONE OF
THE REASONS WHY THEY
ARE SO RESILIENT.

ANGELA WYNNE,
GLOBAL DATA ANALYST

5
**MANY
POSSIBILITIES**




esarom

YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM