

Total US Multi-Outlet w/ C-Store (Grocery, Drug, Mass Market, Convenience, Military and Select Club & Dollar Retailers)
Time : Latest 52 Weeks Ending 06-16-19

Product	Dollar Sales		Dollar Share of SubCategory		Unit Sales		Price per Unit		Manufacturer Name	Standard
	Current	%Change vs YA	Current	Change vs YA	Current	%Change vs YA	Current	Change vs YA	Current	Current
ENERGY DRINKS	\$12,899,502,993	10.1%			4,729,512,054	7.9%	\$2.73	\$0.06		CATEGORY
SS ENERGY DRINKS NON-ASEPTIC	\$11,458,686	11.3%	100.00	0.00	4,376,630,955	8.6%	\$2.68	\$0.07		SUBCATEGORY
RED BULL NORTH AMERICA INC-SS ENERGY DRINKS NON-ASEPTIC	\$4,515,615,672	7.0%	41.84	-1.58	1,535,175,735	8.7%	\$3.20	\$0.05	RED BULL NORTH AMERIC	MANUFACTURER
MONSTER BVRG CORP-SS ENERGY DRINKS NON-ASEPTIC	\$2,677,710,548	5.3%	36.41	-2.09	1,599,039,561	0.1%	\$2.68	\$0.13	MONSTER BVRG CORP	MANUFACTURER
ROCKSTAR INC-SS ENERGY DRINKS NON-ASEPTIC	\$900,443,279	-3.3%	7.66	-1.16	488,701,360	-5.3%	\$1.84	\$0.04	ROCKSTAR INC	MANUFACTURER
VITAL PHARMA INC-SS ENERGY DRINKS NON-ASEPTIC	\$737,234,838	507.8%	6.27	5.23	293,050,529	60.0%	\$2.52	\$0.14	VITAL PHARMA INC	MANUFACTURER
HIGH PERFORMANCE BVR-SS ENERGY DRINKS NON-ASEPTIC	\$447,653,077	2.8%	4.01	-0.21	193,038,517	-6.4%	\$2.45	\$0.12	HIGH PERFORMANCE BVR	MANUFACTURER
RED BULL-SS ENERGY DRINKS NON-ASEPTIC	\$2,891,049,548	0.3%	24.61	-2.69	864,641,541	1.2%	\$3.34	\$0.03	RED BULL NORTH AMERIC BRAND	
MONSTER ENERGY-SS ENERGY DRINKS NON-ASEPTIC	\$1,763,585,023	6.4%	15.01	-0.70	659,638,023	1.3%	\$2.67	\$0.13	MONSTER BVRG CORP BRAND	
RED BULL SUGAR FREE-SS ENERGY DRINKS NON-ASEPTIC	\$780,813,606	5.5%	6.65	-0.36	241,741,194	6.5%	\$3.23	\$0.03	RED BULL NORTH AMERIC BRAND	
MONSTER ZERO ULTRA-SS ENERGY DRINKS NON-ASEPTIC	\$687,763,019	8.8%	5.85	-0.16	246,682,399	2.9%	\$2.79	\$0.14	MONSTER BVRG CORP BRAND	
VPX BANG-SS ENERGY DRINKS NON-ASEPTIC	\$687,732,872	699.2%	5.85	5.03	275,073,877	701.4%	\$2.51	\$0.01	VITAL PHARMA INC BRAND	
NOS-SS ENERGY DRINKS NON-ASEPTIC	\$455,859,664	4.8%	3.88	-0.24	185,449,035	-4.2%	\$2.46	\$0.21	HIGH PERFORMANCE BVR BRAND	
MONSTER ENERGY LO CARB-SS ENERGY DRINKS NON-ASEPTIC	\$276,290,131	-4.7%	2.35	-0.40	98,769,643	-10.2%	\$2.80	\$0.16	MONSTER BVRG CORP BRAND	
MONSTER MEGA ENERGY-SS ENERGY DRINKS NON-ASEPTIC	\$237,242,927	-1.0%	2.02	-0.25	88,784,878	-9.3%	\$3.45	\$0.15	MONSTER BVRG CORP BRAND	
RED BULL THE BLUE EDITION-SS ENERGY DRINKS NON-ASEPTIC	\$227,989,470	10.0%	1.94	-0.23	77,640,442	11.7%	\$2.92	\$0.05	RED BULL NORTH AMERIC BRAND	
RED BULL THE YELLOW EDITION-SS ENERGY DRINKS NON-ASEPTIC	\$212,140,098	15.5%	1.81	0.06	72,863,797	17.4%	\$2.94	\$0.05	RED BULL NORTH AMERIC BRAND	
ROCKSTAR-SS ENERGY DRINKS NON-ASEPTIC	\$200,841,415	-7.1%	1.71	-0.34	103,290,543	-9.6%	\$1.94	\$0.05	ROCKSTAR INC BRAND	
RED BULL THE SUMMER EDITION-SS ENERGY DRINKS NON-ASEPTIC	\$193,888,690	127.4%	1.65	0.84	68,105,472	129.8%	\$2.85	\$0.03	RED BULL NORTH AMERIC BRAND	
MONSTER JUICE-SS ENERGY DRINKS NON-ASEPTIC	\$175,180,787	-7.9%	1.49	-0.31	75,738,383	-12.1%	\$2.31	\$0.11	MONSTER BVRG CORP BRAND	
ROCKSTAR PURE ZERO-SS ENERGY DRINKS NON-ASEPTIC	\$163,598,066	4.2%	1.19	0.10	93,600,029	1.4%	\$1.75	\$0.05	ROCKSTAR INC BRAND	
MONSTER ENERGY ULTRA SUNRISE-SS ENERGY DRINKS NON-ASEPTIC	\$161,298,891	7.3%	1.37	-0.05	63,278,016	0.9%	\$2.55	\$0.15	MONSTER BVRG CORP BRAND	
MONSTER-SS ENERGY DRINKS NON-ASEPTIC	\$150,714,184	38.1%	1.28	0.25	64,565,237	27.7%	\$2.34	\$0.18	MONSTER BVRG CORP BRAND	
MONSTER HYDRO-SS ENERGY DRINKS NON-ASEPTIC	\$149,397,737	74.8%	1.21	0.44	51,556,416	52.7%	\$2.75	\$0.35	MONSTER BVRG CORP BRAND	
ROCKSTAR PUNCHES-SS ENERGY DRINKS NON-ASEPTIC	\$117,513,737	1.0%	1.09	-0.19	66,795,909	-7.3%	\$2.31	\$0.04	ROCKSTAR INC BRAND	
RED BULL THE RED EDITION-SS ENERGY DRINKS NON-ASEPTIC	\$124,501,176	8.1%	1.06	-0.03	41,911,801	9.5%	\$2.97	\$0.04	RED BULL NORTH AMERIC BRAND	
RED BULL THE GREEN EDITION-SS ENERGY DRINKS NON-ASEPTIC	\$121,961,601	-8.1%	1.04	-0.22	42,682,252	-7.2%	\$2.86	\$0.03	RED BULL NORTH AMERIC BRAND	
SS ENERGY DRINK	\$1,040,258,476	-2.0%	100.00	0.00	307,609,397	-3.0%	\$3.38	\$0.03		SUBCATEGORY
LIVING ESSENTIALS LLC-SS ENERGY SHOT	\$981,885,368	-1.8%	90.54	0.16	241,676,130	-2.8%	\$3.90	\$0.04	LIVING ESSENTIALS LLC	MANUFACTURER
NVE PHARMA INC-SS ENERGY SHOT	\$32,065,194	-3.4%	3.08	-0.04	26,476,037	-3.6%	\$3.01	\$0.00	NVE PHARMA INC	MANUFACTURER
LEO SCIENTIFIC INC-SS ENERGY SHOT	\$20,578,599	2.3%	1.98	0.08	18,884,839	3.1%	\$1.09	\$0.01	LEO SCIENTIFIC INC	MANUFACTURER
PRIVATE LABEL-SS ENERGY SHOT	\$12,582,330	-21.1%	1.21	-0.29	5,501,865	-22.9%	\$2.29	\$0.05	PRIVATE LABEL	MANUFACTURER
RHINO RUSH LLC-SS ENERGY SHOT	\$7,920,803	-6.9%	0.76	-0.04	2,358,913	-5.2%	\$3.36	\$0.06	RHINO RUSH LLC	MANUFACTURER
S HOUR ENERGY-SS ENERGY SHOT	\$941,866,368	-1.8%	90.54	0.16	241,676,130	-2.8%	\$3.90	\$0.04	LIVING ESSENTIALS LLC	MANUFACTURER
THEAKER-SS ENERGY SHOT	\$20,578,577	2.3%	1.98	0.08	18,884,828	3.1%	\$1.09	\$0.01	LEO SCIENTIFIC INC	MANUFACTURER
STACKER 2 XTRA-SS ENERGY SHOT	\$15,696,512	1.6%	1.51	0.05	15,330,563	1.4%	\$1.02	\$0.00	NVE PHARMA INC	BRAND
PRIVATE LABEL-SS ENERGY SHOT	\$12,582,330	-21.1%	1.21	-0.29	5,501,865	-22.9%	\$2.29	\$0.05	PRIVATE LABEL	BRAND
STACKER 2-SS ENERGY SHOT	\$10,233,492	15.8%	0.98	0.15	7,125,310	4.7%	\$1.36	\$0.13	NVE PHARMA INC	BRAND
RHINO RUSH-SS ENERGY SHOT	\$7,920,803	-6.9%	0.76	-0.04	2,358,913	-5.2%	\$3.36	\$0.06	RHINO RUSH LLC	BRAND
EX-SS ENERGY SHOT	\$7,001,333	29.4%	0.67	0.16	1,566,640	28.0%	\$4.47	\$0.05	LXR BIOTECH LLC	BRAND
STACKER 2 EXTREME-SS ENERGY SHOT	\$5,810,707	-31.0%	0.56	-0.23	3,379,550	-30.1%	\$1.72	\$0.02	NVE PHARMA INC	BRAND
VITAL 4U SCREAMIN ENERGY MAX HIT-SS ENERGY SHOT	\$2,655,845	-12.5%	0.26	-0.03	1,898,187	-14.1%	\$1.40	\$0.03	PRECISE NUTRITION INTL	BRAND
RIP IT ENERGY FUEL-SS ENERGY SHOT	\$2,462,005	-9.6%	0.24	-0.02	2,455,523	-9.9%	\$1.00	\$0.00	NATL BVRG CORP	BRAND
VPX REDLINE-SS ENERGY SHOT	\$1,540,158	2.3%	0.15	0.01	511,729	1.7%	\$3.01	\$0.02	VITAL PHARMA INC	BRAND
VPX REDLINE XTREME-SS ENERGY SHOT	\$1,491,583	-3.9%	0.14	0.00	569,343	-4.0%	\$2.62	\$0.00	VITAL PHARMA INC	BRAND
VITAL 4U LIQUID ENERGY-SS ENERGY SHOT	\$1,093,604	-7.8%	0.11	-0.01	627,146	-9.4%	\$1.42	\$0.02	PRECISE NUTRITION INTL	BRAND
VITAL 4U SCREAMIN ENERGY-SS ENERGY SHOT	\$995,498	11.1%	0.09	0.01	632,906	10.0%	\$1.53	\$0.01	PRECISE NUTRITION INTL	BRAND
PICKLE JUICE SHORT-SS ENERGY SHOT	\$1,111,718	17.7%	0.06	0.06	612,802	18.7%	\$1.49	\$0.00	GOLDEN BVRG INC	BRAND
ENERGY 2000-SS ENERGY SHOT	\$826,932	-23.2%	0.08	-0.02	879,590	-22.2%	\$0.94	\$0.01	GLOBAL BRANDS LLC	BRAND
VPX REDLINE MAX 300 7 HOUR ENERGY BOOST-SS ENERGY SHOT	\$760,216	-1.6%	0.07	0.00	261,371	3.2%	\$2.91	\$0.14	VITAL PHARMA INC	BRAND
EG-SS ENERGY SHOT	\$727,528	-42.1%	0.07	-0.05	443,285	-40.3%	\$1.64	\$0.05	21ST CENTURY BRANDS	BRAND
VPX BANG-SS ENERGY SHOT	\$675,764	0.0%	0.06	0.06	227,858	\$2.97	\$2.97	\$2.97	VITAL PHARMA INC	BRAND
SUIA ORGANIC-SS ENERGY SHOT	\$256,007	0.0%	0.05	0.05	224,809	\$2.47	\$2.47	\$2.47	SUIA LIFE LLC	BRAND
SS ENERGY DRINK MIX	\$110,384,932	13.2%	100.00	0.00	45,271,702	17.3%	\$2.44	\$0.09		SUBCATEGORY
KRAFT HEINZ CO-SS ENERGY DRINK MIX	\$47,526,781	5.4%	43.06	-3.19	21,310,994	8.7%	\$2.23	\$0.07	KRAFT HEINZ CO	MANUFACTURER
PRIVATE LABEL-SS ENERGY DRINK MIX	\$32,194,113	14.5%	29.17	0.34	20,579,429	22.9%	\$1.56	\$0.11	PRIVATE LABEL	MANUFACTURER
DUPREZ CORP-SS ENERGY DRINK MIX	\$23,628,919	20.1%	21.41	1.23	1,232,656	17.3%	\$1.47	\$0.05	TRUE CITRUS CO	MANUFACTURER
FOUR C FOODS CORP-SS ENERGY DRINK MIX	\$4,907,087	58.1%	4.45	1.26	1,289,875	56.5%	\$3.78	\$0.04	FOUR C FOODS CORP	MANUFACTURER
TRUE CITRUS CO-SS ENERGY DRINK MIX	\$1,375,251	373.1%	1.25	0.95	555,983	373.4%	\$2.47	\$0.00	TRUE CITRUS CO	MANUFACTURER
PRIVATE LABEL-SS ENERGY DRINK MIX	\$32,194,113	14.5%	29.17	0.34	20,579,429	22.9%	\$1.56	\$0.11	PRIVATE LABEL	BRAND
CRYSTAL LIGHT ENERGY ON THE GO-SS ENERGY DRINK MIX	\$26,012,208	10.6%	23.56	-0.55	11,240,351	14.7%	\$2.31	\$0.09	KRAFT HEINZ CO	BRAND
ZIMM-SS ENERGY DRINK MIX	\$23,628,919	20.1%	21.41	1.23	1,232,656	17.3%	\$1.47	\$0.05	TRUE CITRUS CO	BRAND
CRYSTAL LIGHT ENERGY-SS ENERGY DRINK MIX	\$17,422,955	5.7%	15.78	-1.12	7,422,697	9.3%	\$2.34	\$0.08	KRAFT HEINZ CO	BRAND
CRYSTAL LIGHT ZGO ENERGY RUSH-SS ENERGY DRINK MIX	\$4,818,400	61.1%	4.37	1.30	1,278,685	59.8%	\$3.77	\$0.03	FOUR C FOODS CORP	BRAND
CRYSTAL LIGHT PURE-SS ENERGY DRINK MIX	\$3,162,021	-31.4%	2.86	-1.86	1,344,468	-28.7%	\$2.35	\$0.09	KRAFT HEINZ CO	BRAND
TRU LEMON-SS ENERGY DRINK MIX	\$1,375,251	373.1%	1.25	0.95	555,983	373.4%	\$2.47	\$0.00	TRUE CITRUS CO	BRAND
CRYSTAL LIGHT-SS ENERGY DRINK MIX	\$510,551	5.3%	0.46	-0.03	1,092,611	-0.6%	\$0.47	\$0.03	KRAFT HEINZ CO	BRAND
MIO ENERGY-SS ENERGY DRINK MIX	\$333,861	0.3%	0.30	0.30	144,108	\$2.32	\$2.32	\$2.32	KRAFT HEINZ CO	BRAND
VEGA-SS ENERGY DRINK MIX	\$216,342	-3.1%	0.20	-0.03	109,032	-3.4%	\$1.98	\$0.01	STURM FOODS INC	BRAND
POWER EDGE-SS ENERGY DRINK MIX	\$168,045	-80.6%	0.15	-0.73	14,026	-69.5%	\$11.98	\$6.84	VEGA	BRAND
MIO PROTEIN-SS ENERGY DRINK MIX	\$120,840	102.1%	0.11	0.65	95,842	98.2%	\$1.26	\$0.02	STIRME FORCE BVRG	BRAND
MIO PROTEIN-SS ENERGY DRINK MIX	\$85,200	0.0%	0.08	0.08	36,717	\$2.32	\$2.32	\$2.32	KRAFT HEINZ CO	BRAND
4C TOTALLY LIGHT TEAZGO ENERGY RUSH-SS ENERGY DRINK MIX	\$82,386	-23.5%	0.07	-0.04	19,543	-33.1%	\$4.22	\$0.53	FOUR C FOODS CORP	BRAND
JEL SERT PURE KICK-SS ENERGY DRINK MIX	\$73,736	0.0%	0.07	0.07	3,865	\$2.19	\$2.19	\$2.19	THE JEL SERT CO	BRAND
SOS-SS ENERGY DRINK MIX	\$44,875	91.6%	0.04	0.02	8,965	-32.7%	\$4.99	\$3.24	SOS HYDRATION INC	BRAND
HEALTHY MAMA-SS ENERGY DRINK MIX	\$43,443,485	209.5%	0.04	0.02	3,654	210.5%	\$11.90	\$0.04	MATERNAL SCIENCE INC	BRAND
PURE LYFT-SS ENERGY DRINK MIX	\$39,835	0.0%	0.04	0.04	17,188	\$2.32	\$2.32	\$2.32	PURE MIX LLC	BRAND
EBOSST-SS ENERGY DRINK MIX	\$25,011	74.0%	0.02	0.01	6,149	1012.2%	\$4.07	\$21.94	VITALIZE LABS LLC	BRAND
PURE LYFT ENERGIZE ANYTHING-SS ENERGY DRINK MIX	\$9,513	0.0%	0.01	0.01	4,077	\$2.33	\$2.33	\$2.33	PURE MIX LLC	BRAND