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“SALES JUMP IN THE ENERGY DRINK SEGMENT.”

“7.5% increase to \$12.2 billion in category sales.”

From: <https://www.marketwatch.com/press-release/energy-drink-2019-global-market-net-worth-us-8470-billion-forecast-by-2026-2019-04-18>

Sales jump in the energy drink segment

Though the overall category is shaping up, energy shots continue to struggle.

Red Bull brands among big winners

	Shelf-stable energy drinks (non-aseptic): top 10 brands	Dollar sales (millions)	% change vs. year ago	Unit sales (millions)	% change vs. year ago
1	Red Bull	\$2,913.4	1.8	868.1	2.6
2	Monster Energy	\$1,717.0	9.0	668.4	8.9
3	Red Bull Sugar Free	\$772.0	8.2	237.7	9.0
4	Monster Energy Zero Ultra	\$672.0	13.9	251.0	12.7
5	NOS	\$450.4	7.5	193.0	0.8
6	Lo-carb Monster Energy	\$286.2	-2.4	107.3	-3.4
7	Monster Mega Energy	\$235.6	-2.5	70.5	-4.2
8	Red Bull Blue Edition	\$220.8	11.8	74.3	12.7
9	Rockstar	\$208.8	-8.1	109.6	-9.1
10	Red Bull Yellow Edition	\$201.5	16.6	67.6	17.5
	Total subcategory	\$11,019.0	8.2	4,175.4	7.5

Source: IRI, a Chicago-based market research firm, 52 weeks ending Dec. 2, 2018. Total U.S. multi-outlet with c-store (supermarkets, drugstores, mass market retailers, gas/c-stores, military commissaries and select club and dollar retail chains). Note: Sales rankings shown are for individual brand line listings, not total brand listings.

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Back in 2017, energy drink sales seemed tired. The category experienced only a 2.1% increase in dollar sales and a 1.8% increase in unit sales that year, according to data from Chicago-based market research firm IRI for the 52 weeks ending Dec. 3, 2017.

But 2018 breathed new life into the category, with a 7.5% increase in dollar sales (to \$12.2 billion) and a 7.0% rise in unit sales (to 4.5 billion), according to IRI's data for the 52 weeks ending Dec. 2, 2018.