



Expertise that Energizes

Elevating Functional Energy Beverages with ADM



The energy drink market is not only growing significantly but also evolving as savvy consumers increasingly seek options that cater to their health-focused lifestyles. This shift in demand has led to a dynamic expansion in the variety and innovation of energy drinks. Consumers now expect refreshing and delicious formulations that also offer functional benefits that fit their specific needs and goals.



**\$78
Billion**

Global retail value of the energy drink market. This is a growth of 21% from 2021.¹

**\$91
Billion**

The forecasted value of the energy drink market in 2025.² That's a growth of 16% from today's value.

ADM is at the forefront of energy drink innovation, leveraging our capabilities and deep insights to develop the next generation of popular options. Our comprehensive end-to-end solutions, vast technical expertise, and swift speed-to-market systems, coupled with a deep understanding of consumer preferences, uniquely position us as the go-to energy drink solutions partner.

Discover how ADM is the only partner you'll need to create in-demand beverages.

Energy Drinks for Every Consumption Occasion

Consumers enjoy energy drinks throughout the day, with peak consumption times hitting during the afternoon slump—as opposed to traditional morning coffee hours. So, it's only natural that they expect a wide variety of energy drink solutions and experiences. They want more than physical energy and look for products that support additional occasions like:³

- 1 Going out and socializing
- 2 As afternoon recharge
- 3 When working or studying
- 4 As a morning ritual
- 5 Mid-morning energizer



The Functional Beverage Consumer Cohorts



Edge-Seekers

Highly Competitive
Seeking Enhancement

Key Claims:

- Cognitive Health
- Pre-Workout
- Vitamins
- Energy

Key Flavor Trends:

- Exotic
- Nostalgia/Candy
- Tropical
- Unique Citrus



Traditionalist

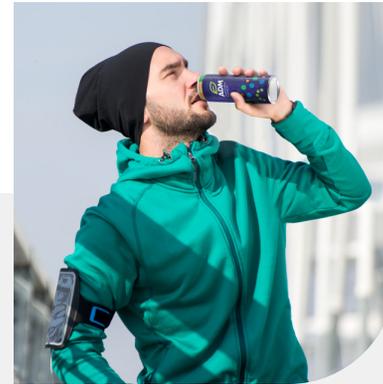
Traditional Ingredients
Clean Label

Key Claims:

- Added Protein
- Hydration
- No Sugar Added

Key Flavor Trends:

- Seasonal Flavors
- Citrus
- Botanicals
- Varietal Berries



Specialty Diets

Focused on Routine
Clean Label
Overall Health & Wellness

Key Claims:

- Immune Support
- Added Protein
- Branch Chain Amino Acids
- All Natural
- Energy
- Keto
- Anti-Inflammatory

Key Flavor Trends:

- Familiar Favorites
- Citrus



Free Spirit

Enhance an Experience
Taste is Most Important

Key Claims:

- Energy
- Rapid Hydration

Key Flavor Trends:

- Familiar Favorites
- Mainstream Citrus
- Nostalgia/Candy
- Seasonal Favorites

Your End-to-End Solution Provider

ADM has the expertise and extensive capabilities to help you create innovative solutions for every consumer cohorts and consumption occasion. We combine trend insights and formulation know-how to create innovative, great-tasting products consumers will love and feel good about. Our teams partner with you to create beverage solutions that inspire consumers to reimagine what is possible in a beverage. Our robust capabilities enable us to create turnkey solutions that are ready to launch.



Consumer Insights

- Customer Goals
- Global Trends
- Insight Generation
- OutsideVoiceSM
- InsideVoiceSM



Formulation Expertise

- Expansive Portfolio
- Application Know-How
- Concept Development Support
- Natural Flavors
- Color From Nature
- Sugar Reduction
- Functional Blending Expertise



Global Supply Chain

- Flavor/Ingredient Systems
- Global Sourcing & Supply
- Sustainable Supply Options



Go-to-Market Support & Turnkey Solutions

- Rapid Prototyping
- Formulation
- Start-Up Support
- Troubleshooting
- Regulatory
- Strong Co-man Network
- Technical Services
- Pilot Plant



Consumer Validation

- Sensory Testing

Industry-Leading Portfolio

With the industry's most comprehensive portfolio—and a reputation for reliability and quality second to none—we offer an extensive portfolio of solutions to meet your needs for optimizing taste, texture, nutrition and functionality.

- 1 Flavor Systems
- 2 Sweetening Solutions
- 3 Clean & Clear Label
- 4 Mouthfeel Enhancement
- 5 Natural Flavors
- 6 Taste Modification
- 7 Color Solutions
- 8 Functional Nutrition

Capabilities

- Energy and additional functionality drinks
- Power-up lifestyle beverages
- Energy drinks innovations and flavor innovations
- e-Sports and gamer energy drinks
- and so much more



On-Trend Ingredients

- Exciting flavors including citrus
- Natural ingredients
- Added protein sources
- Antioxidants, vitamins & minerals
- Botanicals
- Lifestyle, health & wellness ingredients

Formulating Energy Excellence

Combining product and category generalists with subject matter experts, our approach is centered on creating commercially viable, finished beverages. By leveraging ADM's extensive ingredient solutions, we are able to innovate and produce a diverse range of high-quality beverages that meet market demands.

Integral to this process are our ingredient scientists, who possess specialized knowledge in fine-tuning functionality specifically for the food and beverage category. Their passion for flavor innovation allows us to consistently create energy drinks that excite and delight consumers and keep them coming back for more.

Our robust portfolio of taste and functional ingredient solutions include:



Classic Energy Drinks

- Wide range of varied flavors for outstanding taste experience
- Solutions include reduced sugar and zero-sugar variants
- Energy with functional attributes



Lifestyle Energy Drinks

- On-trend ingredients such as botanicals, probiotics, fiber, protein, and more
- Ingredients sources from nature, including caffeine from natural sources/plant sources/naturally-occurring caffeine
- Sweetened, flavored, and colored with solutions from nature, such as fruit or stevia
- Flexible concept can include fruit juice to underline a natural approach



Elevate the Ordinary Energy Drink

When you choose ADM, you have a partner who combines outstanding flavor capabilities with superior technical ingenuity. Our extensive beverage expertise gives you an edge in developing consumer-referred experience, and our high processing standards ensure a consistently reliable, premium quality product.

ADM is uniquely capable of adding value to every part of the global nutrition supply chain.

- Vertical Integration
- State-of-the-Art Facilities
- Industry-Leading Quality Standards
- Unparalleled Infrastructure
- Transportation Network

**Let's create something great.
Get started at adm.com/energydrinks**

1. Euromonitor, 2024
2. Euromonitor, 2024
3. ADM Outside Voice™, 2024