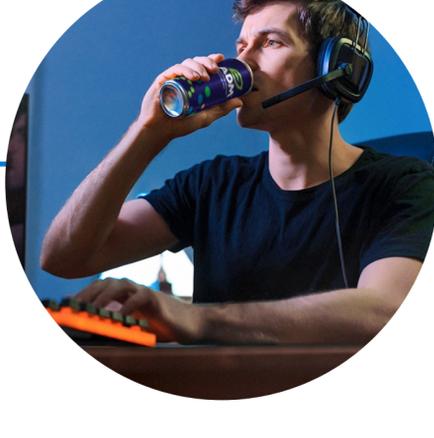


# Supercharging energy drink innovation.



As the landscape of the energy drink industry continues to change, it's no wonder that savvy consumers are on the lookout for better ways to power their day that align with their health-focused lifestyles. Whether that's innovative formulations with functional benefits suited to active situations or delicious and enticing flavor profiles, ADM has the capabilities and insights to help develop popular energy drink options of the future.



## Energy drink popularity is powering up.

The North American energy drink market is quite mature in terms of absolute sales growth, with a value at **\$18.8 million USD and is projected to grow at a CAGR of 3.80% during the forecast period, 2021-2026<sup>1</sup>**. Drink in the data below to see how you can capitalize on these growing demands.



## Dynamics driving energy drink development.

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 need states like:



Hydration beyond athletic competition



Mental alertness for gaming activities



Focus and concentration for optimal parental and job performance

### Energy drink consumption by occasion:<sup>2</sup>



**30%**

when working



**30%**

whenever the mood or craving strikes



**21%**

when socializing



**18%**

before, during or after sports



**16%**

when studying

## Consumer-driven desires for new offerings.



ADM has the capabilities and insights to help provide popular energy drink options that consumers expect, like:

- + Exciting, new flavors for outstanding taste experiences
- + Products that support health and wellness
- + Natural ingredients
- + Energy & additional functionality
- + On-trend ingredients such as botanicals
- + Support of power-up lifestyles
- + Added protein
- + Antioxidants & vitamins/minerals



## Meeting consumer demands and exceeding expectations.

Empowered by our broad portfolio and deep consumer understanding, ADM creates cutting-edge energy drinks that deliver optimal flavor, functionality and taste. We leverage our proprietary Consumer Insights Toolbox to uncover consumer desires and attitudes for new energy drink innovations.

**Our robust portfolio of taste and functional ingredient solutions include:**

### Classic Energy Drinks

- + Delicious, preferred taste with natural flavors
- + Solutions include reduced sugar and zero-sugar variants
- + Energy with functional attributes

### Lifestyle Energy Drinks

- + Botanicals, probiotics, fiber, protein ingredients align with "superfood" consumer trends
- + Flavors and colors from natural sources
- + Delivering taste consumers prefer

### Energy drinks with ingredients sourced from nature

- + Ingredients sourced from nature, including caffeine from natural sources/plant sources/naturally-occurring caffeine
- + Sweetened with solutions from nature, such as fruit or stevia
- + Flexible concept can include fruit juice to underline the natural approach



## Elevate the ordinary energy drink.

When you choose ADM, you have a partner who combines functional, clean label solutions with superior technical ingenuity. Our extensive beverage expertise gives you an edge in developing consumer-preferred experiences, and our high processing standards and partnerships with growers ensure ensure a consistently reliable, premium quality product.

**Let's Collaborate.**

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<sup>1</sup>mordorintelligence.com/industry-reports/north-america-energy-drink-market

<sup>2</sup>ADM OutsideVoice