

What's Next in Energy Drinks?

EMERGING OPPORTUNITIES FOR BUSY LIFESTYLES

Energy remains one of the top categories driving supplement purchases, as consumers increasingly look for solutions to help them manage a busy, active life. But it's not just about physical energy; an emerging need to address mental energy is adding fuel to this category. Here are some facts, stats, and solutions to help energize your beverages.

Mental energy

is defined as a mood, but also as an ability or willingness to engage in cognitive work.¹ Mental energy can be supported with clinically demonstrated ingredients that help sustain alertness and focus for productivity and performance benefits.



1-in-3

supplement users cite "energy" as a reason for taking dietary supplements⁵



by 2031⁶

ENERGY DRINK MARKET
\$108+ BIL

65%

of consumers report being concerned about preventing lack of energy/fatigue²

83%

of caffeine users indicate a willingness to try a non-caffeinated energy product if it provided the same benefits for their daily energy needs⁴

80%

of millennials said they are likely to buy a product providing sustained energy³



LOOKING FOR CLINICALLY DEMONSTRATED, NATURAL SOLUTIONS?



Xtenergy delivers science-backed benefits for sustained mental energy without the crash.^{1,7,*}



Clinically studied, award winning enXtra is a caffeine-free alternative that helps support alertness and focus.^{8,9,10,11,*}



Let's discuss how to energize your sales.

Contact us now to request beverage prototypes >>

† "Crash" as when mental energy (measured by alertness/attention) and mood generally decline within the first 5 hours after caffeine consumption.

References: 1. Nutr Neurosci. Oct-Dec 2007;10(5-6):229-42. doi: 10.1080/10284150701722273; 2. NMI Insights, 2019; 3. OmnInsights, 2018; 4. OmnInsights, 2021; 5. CRN Consumer Survey on Dietary Supplements, 2019; 6. Allied Market Research, 2022. <https://www.alliedmarketresearch.com/energy-drink-market>; 7. Morde A, Sudhakar K, Rambabu M, Shankar A, Rai D et al. Pharmacokinetic profile of a novel sustained-release caffeine with extended benefits on alertness and mood: A randomized, double-blind, single-dose, active-controlled, crossover study. Current Research in Behavioral Sciences 2021 Volume 2:1-10; 8. Shalini Srivastava and Surekha Pimple. Effects of Cymbopogon Flexuosus, Alpinia Galanga, and Glycyrrhiza Glabra on Attention. BAOJ Nutrition 2017; 3 (1): 042; 9. Shalini Srivastava, Mark Mennemeier & Surekha Pimple. Effect of Alpinia galanga on Mental Alertness and Sustained Attention With or Without Caffeine. JACN 2017; 10. Shalini S, Mark Mennemeier, Jayesh Choudary. A Randomized Placebo Controlled Clinical Trial Demonstrating Safety & Efficacy of enXtra in Healthy Adults. J Am Coll Nutrition 2020; 11. Shalini Srivastava. Selective enhancement of focused attention by Alpinia galanga in subjects with moderate caffeine consumption. Open Access Journal of Clinical Trials 2018; 10; 43-49.