

What's Next in Energy?

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 formulations.



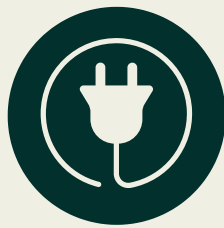
Mental energy

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.



65%

of consumers report being concerned about preventing lack of energy/fatigue.²



83%

of caffeine users indicate a willingness to try a non-caffeinated energy product if it provided the same benefits for their daily energy needs.³



1-in-3

supplement users cite "energy" as a reason for taking dietary supplements.⁴



Gamers

Who Drink Energy Drinks While Playing

17% N. AMERICA

15% W. EUROPE

26% APAC

ENERGY DRINK MARKET BY 2023

\$108+ BIL⁶



LOOKING FOR A DIFFERENTIATED, CLINICALLY DEMONSTRATED, NATURAL SOLUTIONS?



WINNER
NUTRA
INGREDIENTS
AWARDS

Clinically studied, formulation flexible enXtra is a caffeine-free alternative that helps support alertness and focus without the "crash" phenomenon.^{1,7-10*}

Let's discuss how to energize your sales.

Contact us now to request a beverage prototype >>

† "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, 2021; 4. CRN Consumer Survey on Dietary Supplements, 2019; 5. newzoo.com: 2020 Consumer Insights for Games and Esports <https://newzoo.com/consumer-insights/games-esports/>; 6. Allied Market Research, 2022. <https://www.alliedmarketresearch.com/energy-drink-market>; 7. Shalini Srivastava and Surekha Pimple. Effects of Cymbopogon Flexuosus, Alpinia Galanga, and Glycyrrhiza Glabra on Attention. BAOJ Nutrition 2017; 3 (1): 042; 8. Shalini Srivastava, Mark Mennemeier & Surekha Pimple. Effect of Alpinia galanga on Mental Alertness and Sustained Attention With or Without Caffeine. JACN 2017; 9. 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; 10. 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.

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