

## **U.S. Overtakes Thailand In Energy Drinks Consumption says New Report**

*By Jonna Dagliden*

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*Report Buyer, the online destination for business intelligence for major industry sectors, has now added a new report showing that Thailand, home to the energy drinks concept, still leads in consumption per person.*

Report Buyer, the online destination for business intelligence for major industry sectors, has now added a new report showing that Thailand, home to the energy drinks concept, still leads in consumption per person, but the United States now has the highest total volume sales, driven by its top five brands - Red Bull, Monster, Rockstar, Full Throttle and SoBe No Fear.

“Global Energy Drinks 2007”, available from

<http://www.reportbuyer.com/go/ZEN00001>, reports that the global energy drinks market advanced 17% in 2006 to 3,431 million litres.

The report shows that US consumers drank 990 million litres of energy drinks in 2006, 47% more than in 2005 and 200 million litres more than their Thai counterparts. Authors of the report note that if the level of activity and product development in the US continues, it could represent 45% of worldwide volume in five years. They expect to see double digit growth in East Europe and the Middle East, with Latin America, Australasia and West Europe making good gains too.

Rising popularity of an expanding product portfolio in the US could see consumption per person increase from the current three litre average to eight litres by 2011. But this would remain below Thailand on a fairly constant 11.5 litres per person. Other national markets in contention for a place in the top five highest consumers include Austria, Ireland, New Zealand, Slovenia and Kuwait.

The study shows that although US growth has been dominated by male-oriented energy drinks, manufacturers there are successfully tapping in to a wider trend towards healthier products and consumers are enjoying a new wave of all natural energy drinks with multiple health benefits. They are also extending their brands to appeal to a wider range of consumers.

“Global Energy Drinks 2007” is available from Report Buyer. For more information go to: [http://www.reportbuyer.com/food\\_drink/soft\\_drinks/functional\\_drinks/global\\_energy\\_drinks\\_2007.html](http://www.reportbuyer.com/food_drink/soft_drinks/functional_drinks/global_energy_drinks_2007.html)

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