

# Twitter Thread by Punit

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## North American Energy Drink Industry

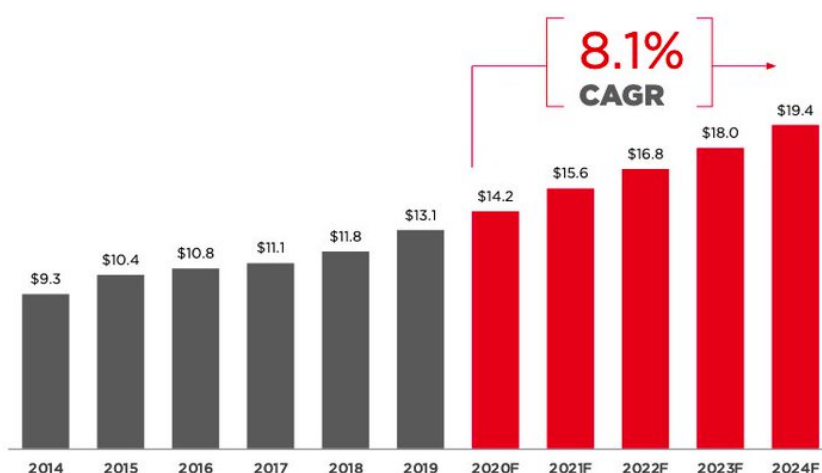
~ US\$15B market & the fastest-growing non-alcoholic beverage category, expected to grow at 8.1% CAGR to US\$19.4 billion in 2024

~ Jubilant Ingrevia serve 20+ customers for energy drinks & breakfast cereals globally

## North American energy drink industry

**GURU**

US\$15B market and the fastest growing non-alcoholic beverage category<sup>1</sup>



### LARGE GROWTH MARKET

**US\$15B**

North American energy drink market **expected to grow at 8.1% CAGR** to US\$19.4 billion in 2024<sup>1</sup>

**7.9%**

**Fastest growing** non-alcoholic beverage category in 2020 at 7.9% vs 2.8% for total beverages<sup>2</sup>

(1) Mintel, May 2020. Does not include energy shots segment  
(2) \$ Growth, W/E 12/07/2019 - 01/09/2020, Nielsen