

Twitter Thread by Punit



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North American Energy Drink Industry

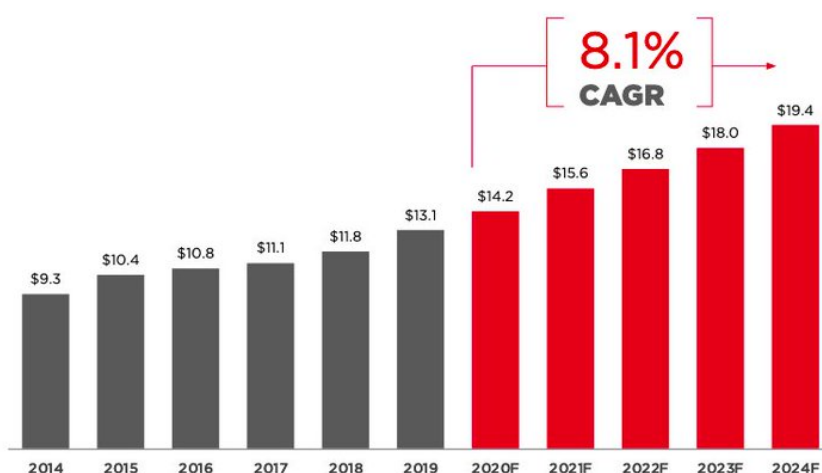
~ US\$15B market & the fastest-growing non-alcoholic beverage category, expected to grow at 8.1% CAGR to US\$19.4 billion in 2024

~ 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 category¹



LARGE GROWTH MARKET

US\$15B

North American energy drink market **expected to grow at 8.1% CAGR** to US\$19.4 billion in 2024¹

7.9%

Fastest growing non-alcoholic beverage category in 2020 at 7.9% vs 2.8% for total beverages²

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