

The Grocer

Focus On Energy Products

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This may be the year that natural or “clean” energy drinks – long touted as the next big thing in the energy products sector – finally make their mark on the mainstream. One of the big brands has bought a minority stake in a smaller brand, and there’s been plenty of innovation from challengers. So what’s in store for the coming year from such brands? What are their sales figures like and what will it take to push them into the bestsellers lists? And what are the market-leaders doing to sustain growth?

Demographics: Energy drinks have long had a reputation as being skewed towards male and younger consumers. To what extent is this changing? And what influence are brands markets as natural or clean having on this?

Challengers v incumbents: We will also be looking at how challengers are approaching product development and marketing (particularly socials) to differentiate themselves from the big brands. How are the big brands responding?

Retailer tactics: This feature will explore how different retailers are approaching the energy category in terms of ranging, merchandising, formats and promotions.

Product formulation: Many big brands’ products either contain a lot of sugar or none (but are sweetened artificially). With more people avoiding aspartame and ace-K, can energy drinks achieve a happy medium? How?

Brands: We will also be looking in detail at how brands are working to differentiate themselves from the competition in terms of new product development, recipe and format changes, sourcing, marketing and promotions.

Price and promotions: Another key element of this feature will be an exploration of how suppliers and retailers are dealing with ongoing price pressures and ensuring they remain attractive to shoppers who are feeling the pinch.

Innovation: This market is seeing significant investment in innovation. What’s in store for the coming year? We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.