

The Grocer

Focus On: Energy Products

By James Beeson (james.beeson@thegrocer.co.uk)

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Intro: Energy brands are innovating to include additional functional benefits. One brand recently added an energy drink containing lion's mane mushrooms for "focus and mental clarity". Meanwhile, another brand registered it's name as part of a trademark, signalling a similar move.

Functional benefits: Appealing to health-conscious shoppers

- Aside from energy, which functional benefits are shoppers seeking?
- How are energy brands innovating to meet demand?
- Do their products contain sufficient amounts of active ingredients to be effective?

Clean energy: Natural energy brands are disrupting the category

- Who are the suppliers to watch?
- What sets them apart from the incumbents?
- Are they stealing share from traditional brands or bringing new shoppers to the fixture?

Alternative formats: Beyond drinks

- From powders to gels, which alternative formats are proving most lucrative?
- What role is influencer marketing playing in suppliers' growth?
- How are non-drinks brands sponsoring sporting events to drive visibility?

Energy drinks: Category leaders continue to grow

- Which of the leading drinks brands are performing most strongly?
- How are they staying relevant to shoppers?
- To what extent have they been impacted by inflation?

Limited editions: Driving hype through scarcity

- Which brands are most effective at driving hype through limited editions?
- Which celebrity tie-ups have proven most lucrative?
- How are suppliers leveraging flavour trends to their advantage

Sports sponsorships: Partnering for visibility

- What are the key sporting events being sponsored by energy drinks brands?
- What is the evidence that these partnerships drive sales?
- Which brands will be visible during the FIFA World Cup?

Innovations: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.