Energy Drinks research.

January 22, 2021
The research goals.

- Find out what motivates consumers to buy energy drinks.
- Specifically, see what makes consumers more likely to consume an energy drink.
- And identify the primary purchase driver in the market for energy drinks.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- GPS used to survey consumers leaving stores.
- Then, digital behavior was observed online.

Time frame.

- In-store & online: 1/18 to 1/22/2021.

Sample.

- n=200
- 18 years of age.
- National representation.
- Natural fall out on age, gender, ethnicity.
92% use energy drinks for stamina.

Which drinks do you consume for energy? Select all that apply.
Most believe that energy drinks are safe.

Are energy drinks safe?

- Yes, 80%
- No, 20%

Why?

- 48%—they’re not addictive.
- 30%—don’t cause dehydration.
- 28%—don’t have too much sugar.
- 23%—don’t have too much caffeine.
- 19%—don’t impact your body.

Base: 200
People drink them a lot—to increase energy + stay up.

How often do you consume energy drinks?

- **Often**: 42%
- **Sometimes**: 32%
- **Always**: 18%
- **Rarely**: 10%

**Why?**

- 74% to increase energy.
- 59% do it to stay alert.
- 55% say it tastes good.

Base: 200
Work is the most popular place to have an energy drink.

When are you most likely to consume energy drinks?

- During work: 34%
- In morning: 27%
- Before late shift: 13%
- Before work-out: 9%
- After long night: 8%
- Out with friends: 7%
- Other: 3%

Base: 200
They’re turning to energy drinks more, and for an edge.

Do you think energy drinks give you an “edge”? Yes, 72%; No, 28%.

Are you consuming more, or less, since COVID started? 58% About the same, 22% Consuming more, 20% Consuming less.

Base: 200
Do you drink coffee and energy drinks in the same time period?

- Yes, 41%
- No, 59%

Do you ever mix alcohol and energy drinks together?

- Yes
  - 38%
- No
  - 62%

Base: 200
Convenience stores are the #1 place to purchase.

Where do you buy energy drinks?

- Convenience: 74%
- Big-box: 71%
- Grocery: 53%
- Discount: 34%
- Warehouse: 28%
- Vending: 24%
- Other: 2%

Base: 200
Red Bull wins in taste, quality + energy.

Rank 1 responses to the request to rank these three brands.
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.