



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.

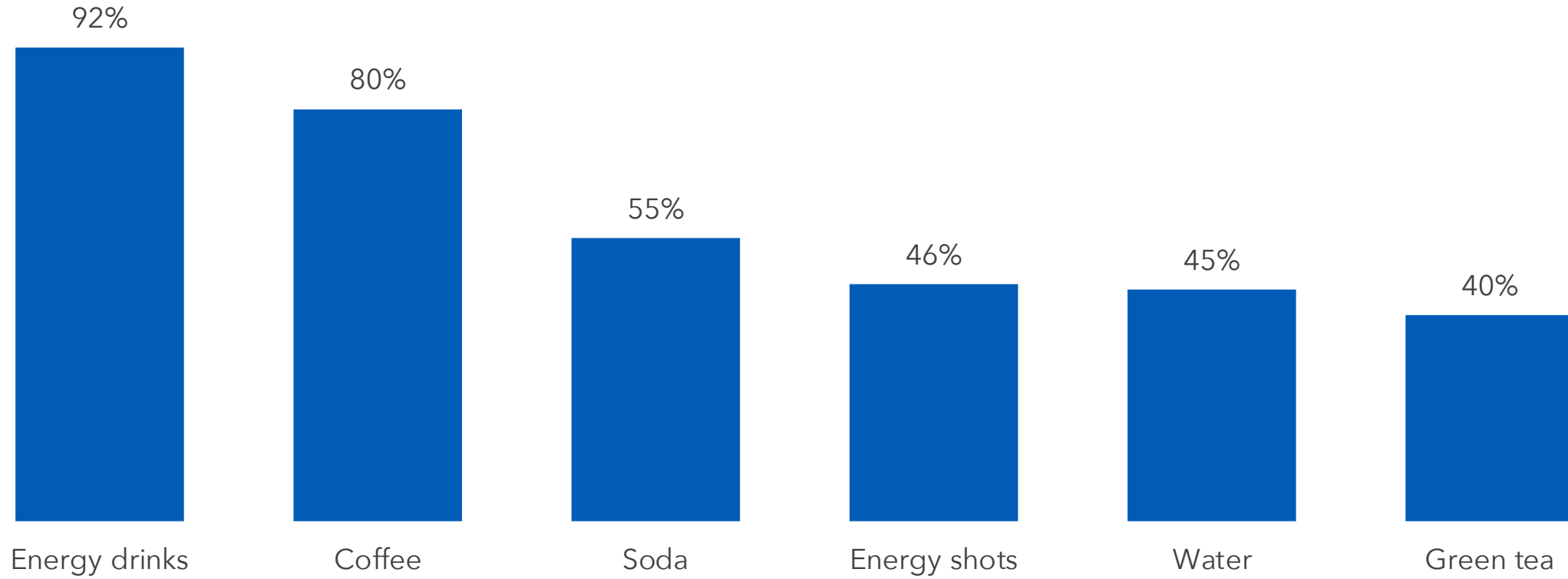
- n=200
- 18 years of age.
- National representation.
- Natural fall out on age, gender, ethnicity.



92% use energy drinks for stamina.



Which drinks do you consume for energy? Select all that apply.

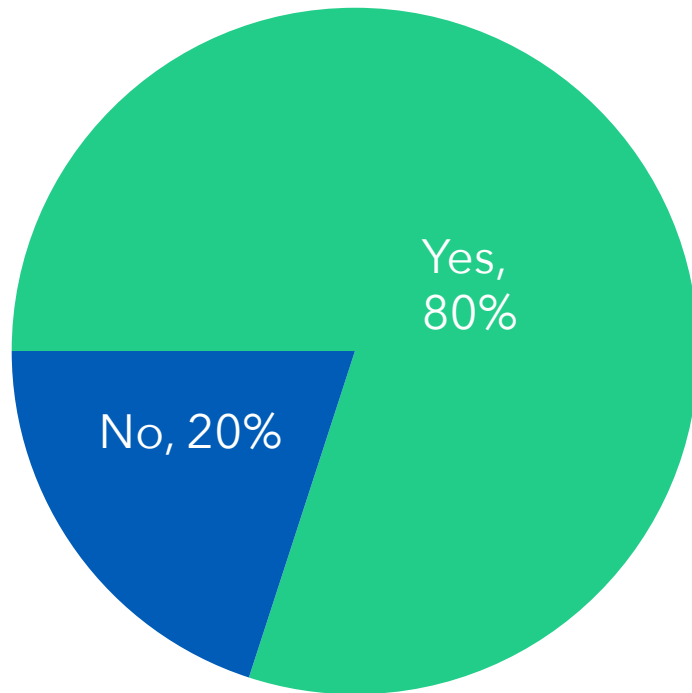


Most believe that energy drinks are safe.



Are energy drinks safe?

Why?



48%—they're not addictive.

30%—don't cause dehydration.

28%—don't have too much sugar.

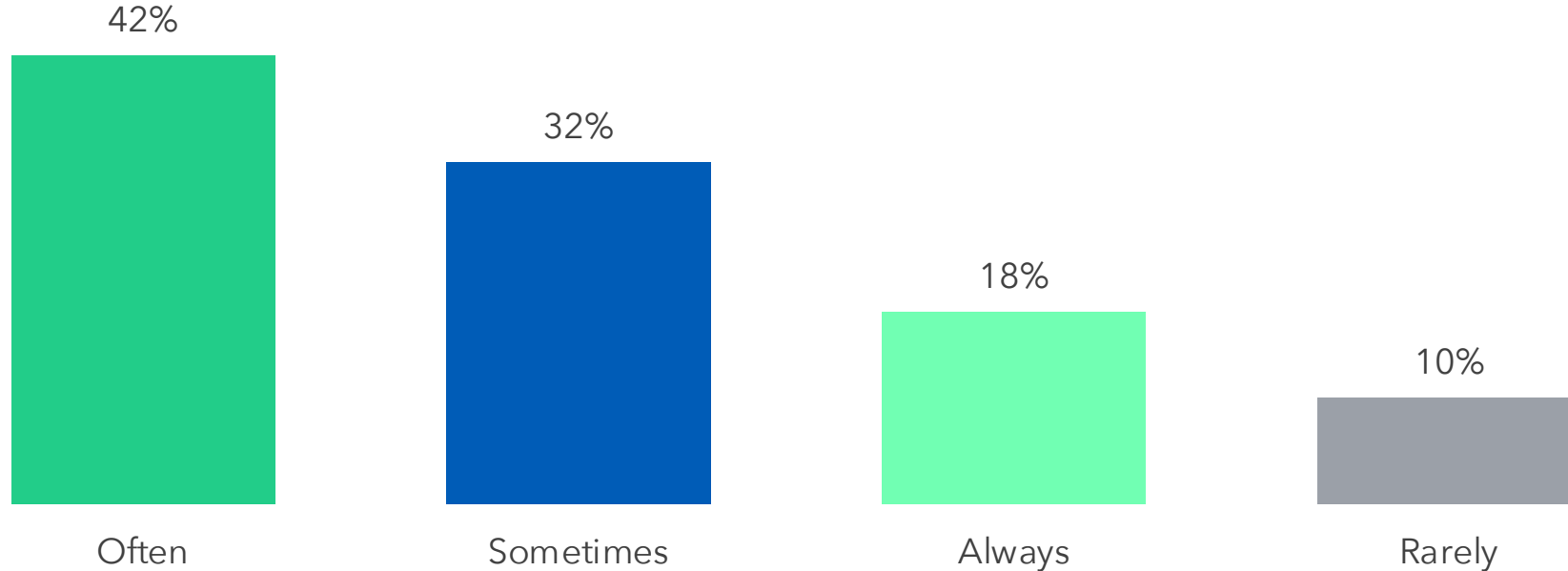
23%—don't have too much caffeine.

19%—don't impact your body.

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



How often do you consume energy drinks?



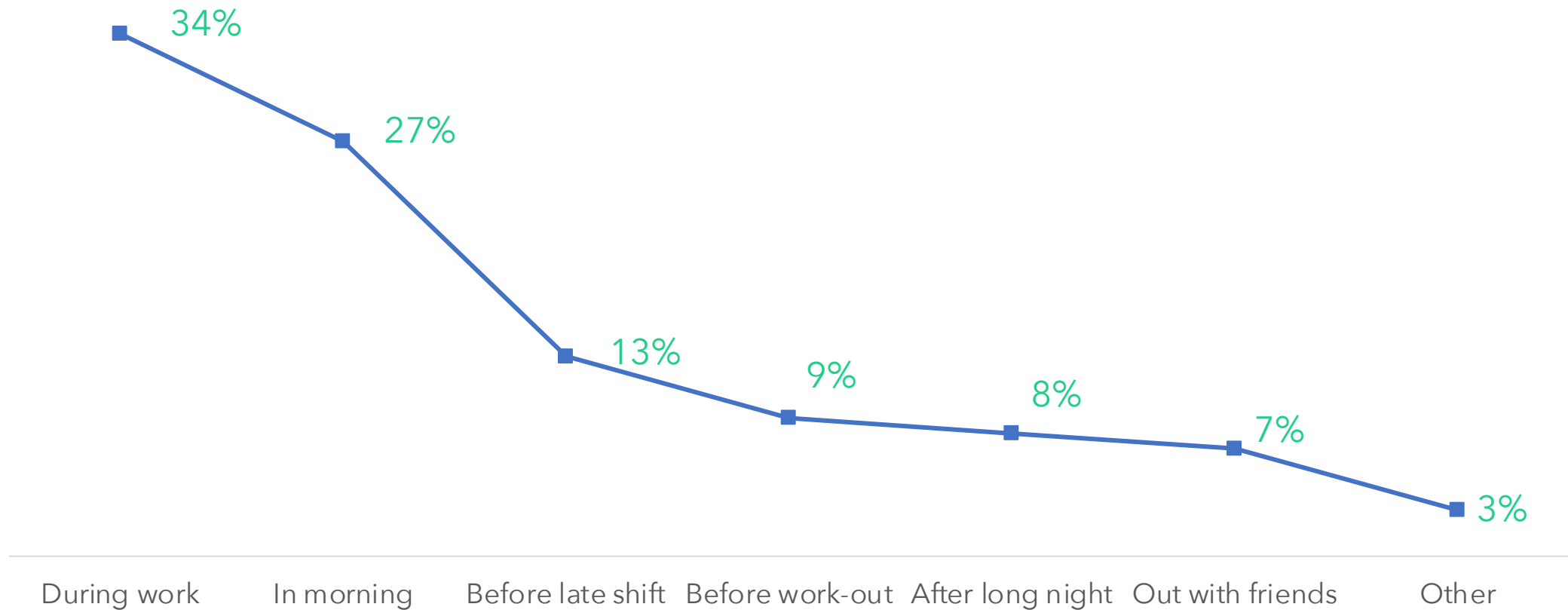
Why?

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

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



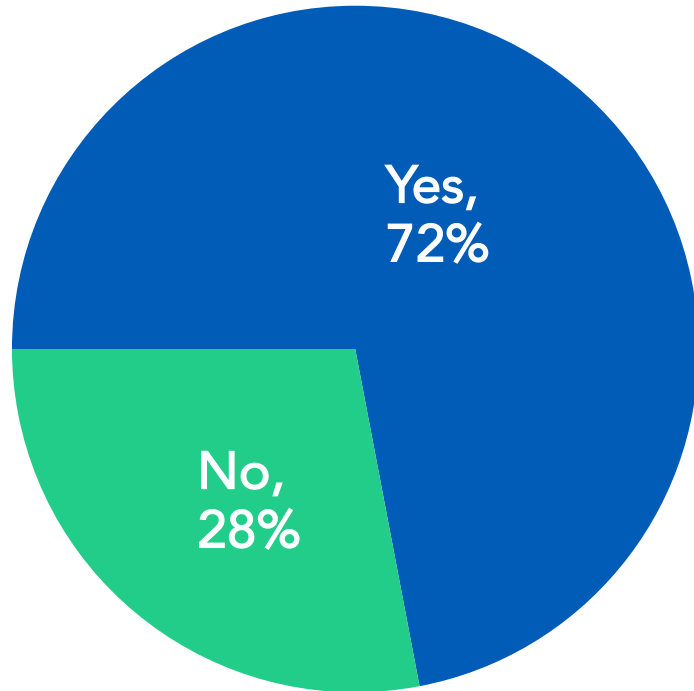
When are you most likely to consume energy drinks?



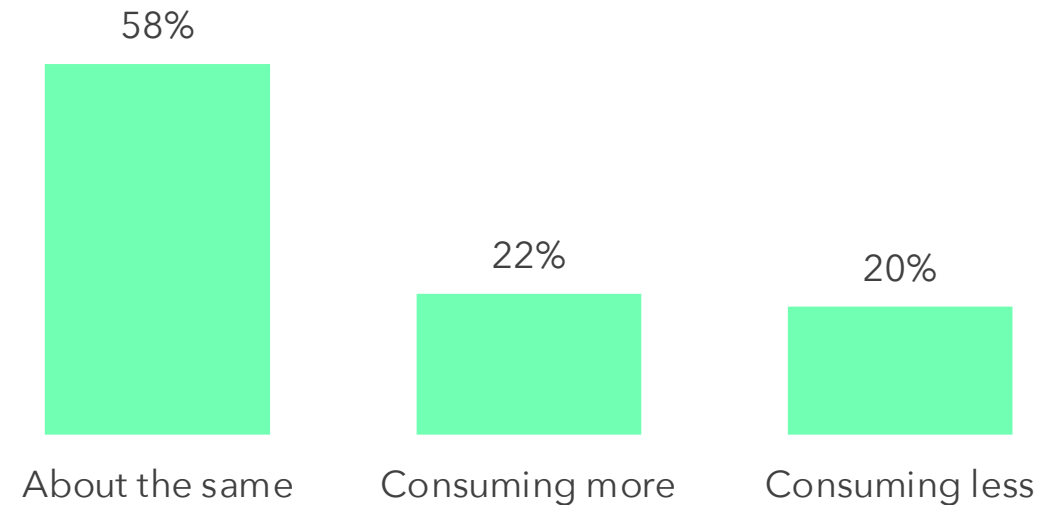
They're turning to energy drinks more, and for an edge.



Do you think energy drinks give you an "edge"?



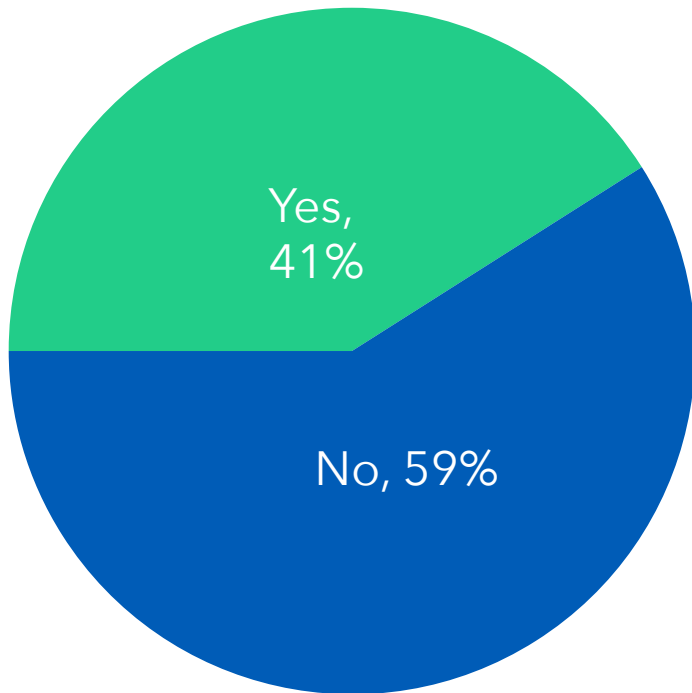
Are you consuming more, or less, since COVID started?



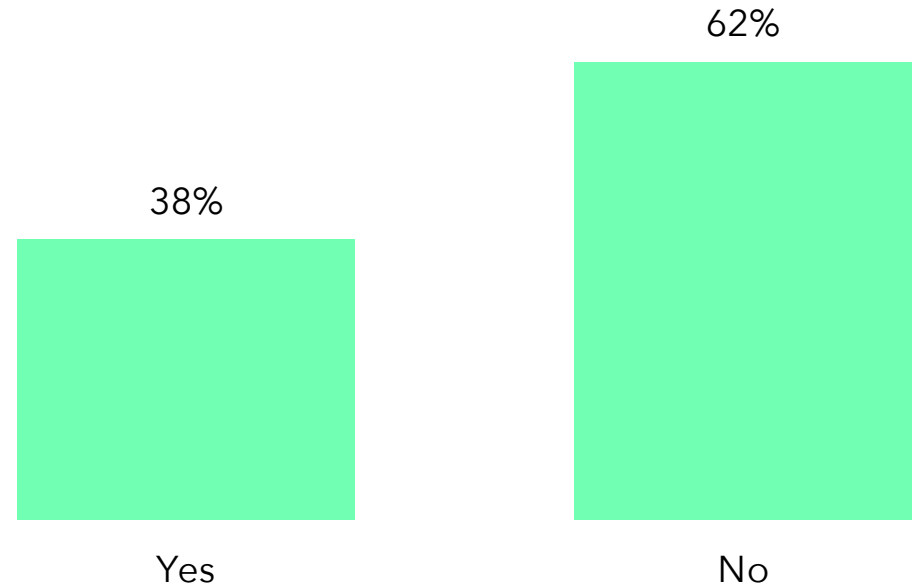
They mix energy drinks with alcohol + coffee.



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



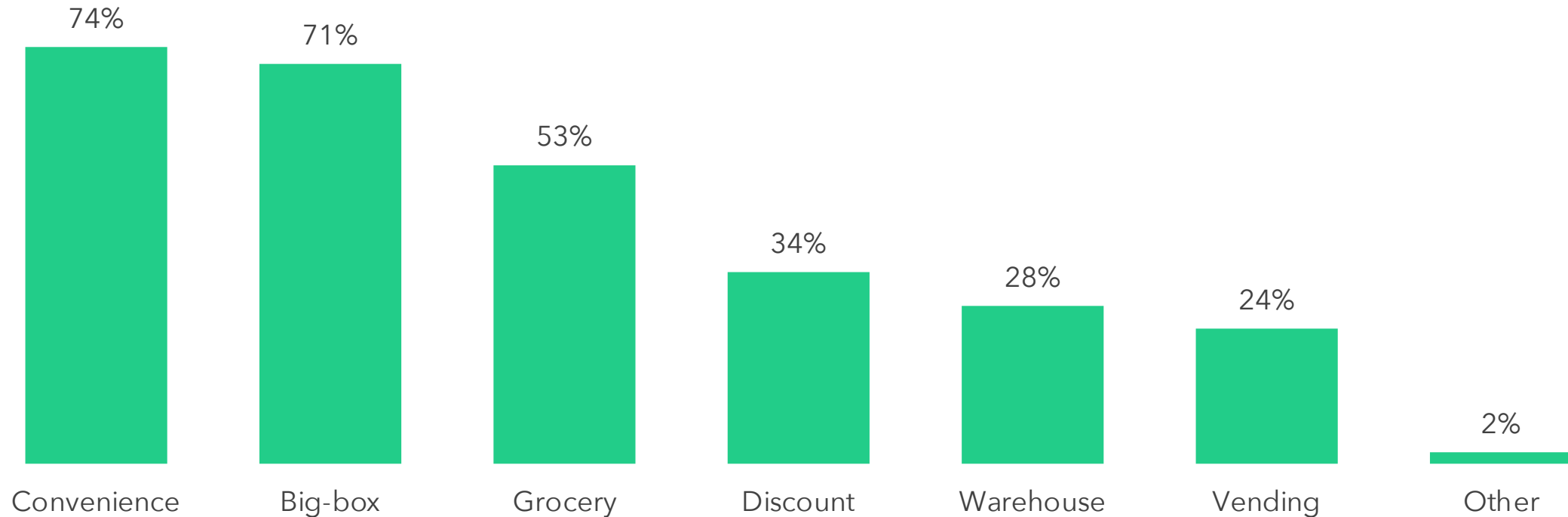
Do you ever mix alcohol and energy drinks together?



Convenience stores are the #1 place to purchase.



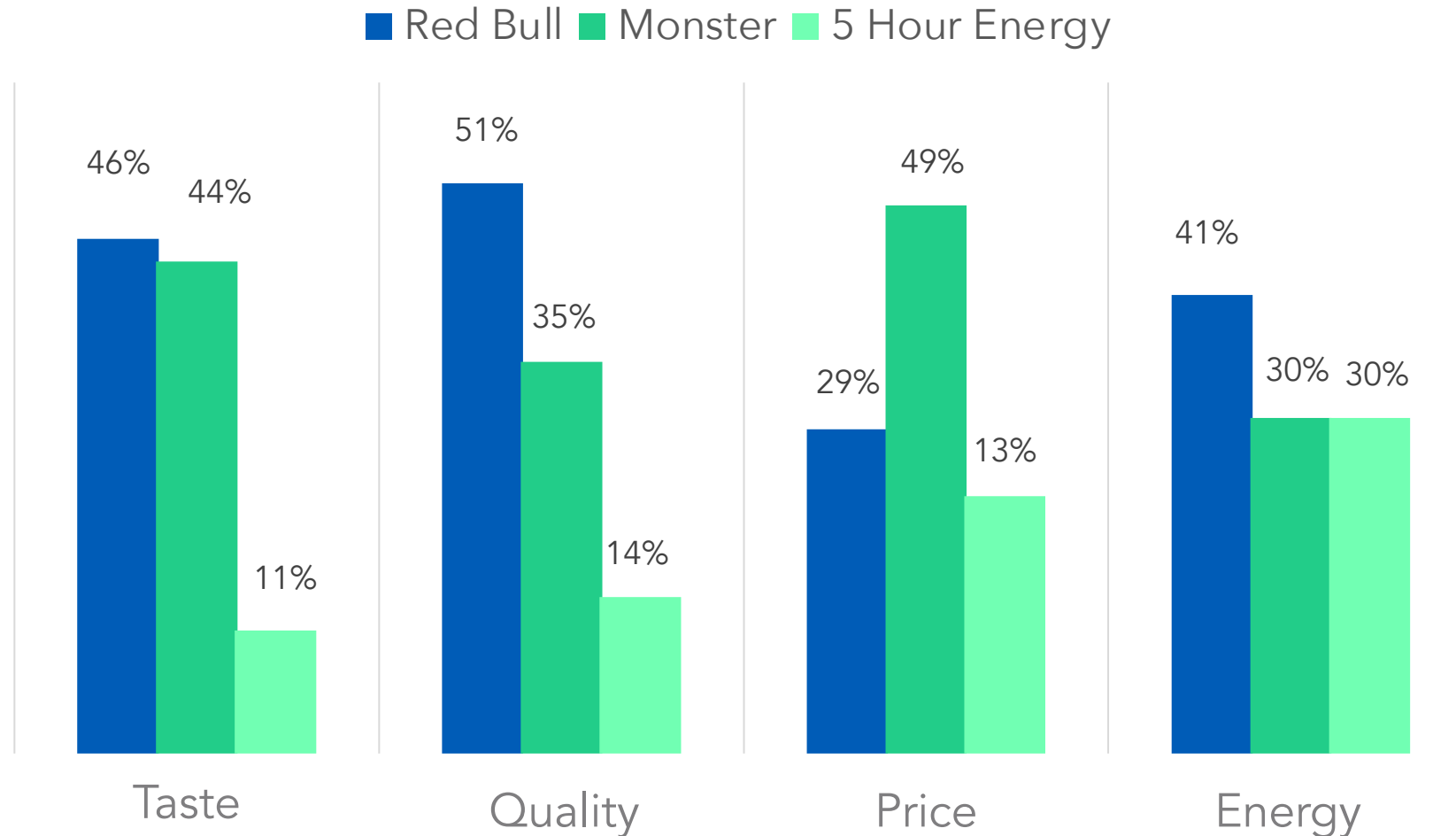
Where do you buy energy drinks?



Red Bull wins in taste, quality + energy.



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



Base: 200



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.



Brick & Mortar.

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.