

The Grocer

Focus on Energy products by Ash O'Mahony (Ashleigh.OMahony@wrbm.com)

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Online Listicle to go live on 31 May: What are the main innovations & how are they shaping the market

The Story

A disruptor is on the scene. And it's not the kind of ambitious startup brand you typically imagine shaking up industries. No, in this case, it's Coca-Cola that is doing the disrupting. In March, it revealed the launch of Coke Energy, which contains caffeine from "naturally derived sources", as well as guarana extracts and B vitamins. It has already got rivals spooked in the US. It's the first time an established, non-energy brand such as Coke has pushed its way into the market. So could this pave the way for more mainstream brands getting in on the act? To what extent will it attract new shoppers? And could it steal share from the major energy brands?

Key themes:

Shopper profiles: Established brands have clear shopper profiles but Kantar finds the category is continuing to recruit new shoppers. Could new brands speed things up?

Ingredients: To what extent are natural ingredients important to today's shoppers? Many products contain artificial sweeteners so could this prove a stumbling block?

Other disruptors: So aside from Coke, who else has the potential to be a disruptor?

Energy products: Are there any innovative products outside the drinks format that could tempt consumers into a different type of energy boost?

Streetbees poll: How do shoppers feel about mainstream brands? Do they feel more accessible to shoppers who normally don't buy into energy drinks? What are the most important factors to shoppers outside of this core market?

Innovations/Coffee variants: We identify four new innovations in energy drinks/products that ideally have not appeared in The Grocer before. including launch date, image and RSP.

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of certain sub-categories.

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.