



On-Trend Energy Drinks for Every Occasion.



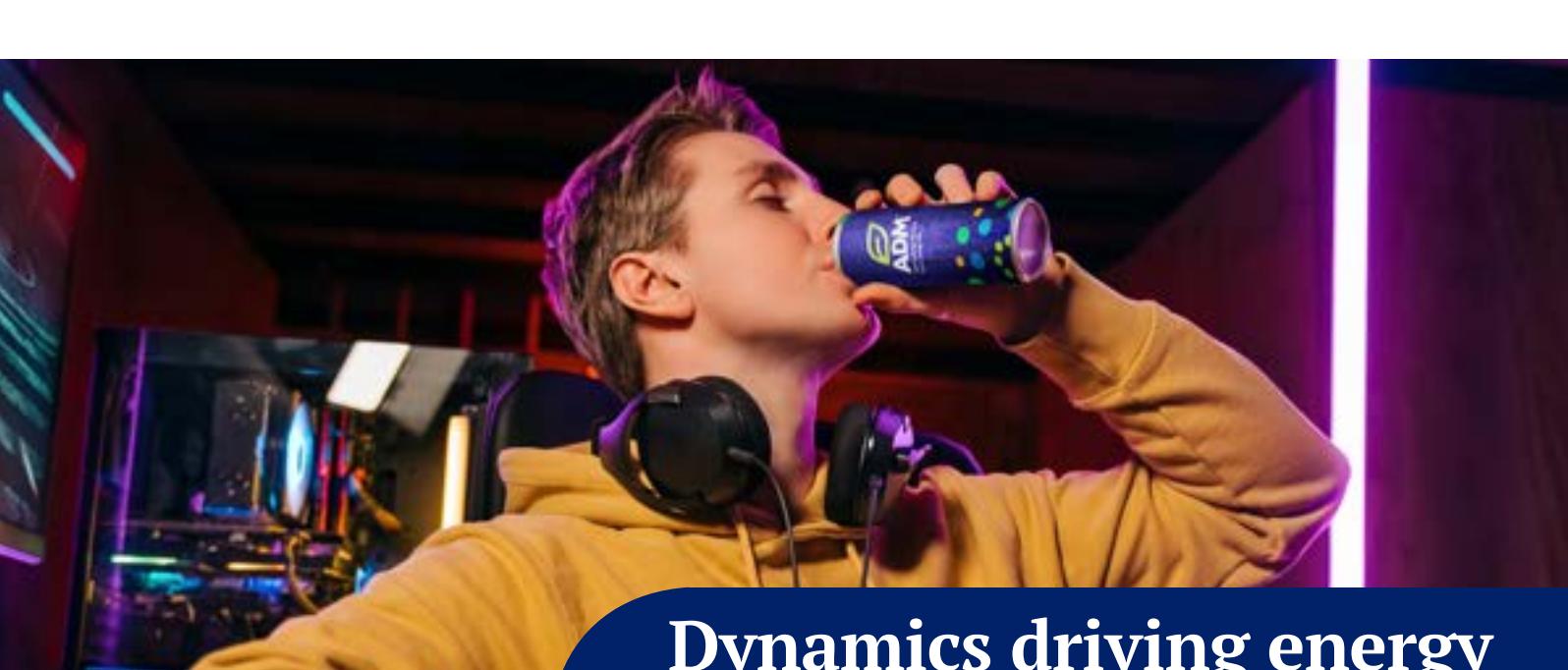
As the landscape of the energy drink industry continues to change, it's no wonder that savvy consumers are on the lookout for better ways to power their day that align with their health-focused lifestyles. Whether that's innovative formulations with functional benefits suited to active situations or delicious and enticing flavor profiles, ADM has the capabilities and insights to help develop popular energy drink options of the future.



Energy drink popularity is powering up.

The global energy drink market is still growing in terms of absolute sales, with a value of **\$71.5 billion USD in 2022 and is forecasted to reach \$111 billion by 2027¹**.

Drink in the data below to see how you can capitalize on these growing demands.



Dynamics driving energy drink development.

Consumers enjoy energy drinks throughout the day, with peak consumption times hitting during the afternoon slump—as opposed to traditional morning coffee hours. So, it's only natural that they expect a wide variety of energy drink solutions and experiences. They want more than physical energy and look for products that support additional occasions like:

Energy drink consumption by occasion:²



1st

when working or studying



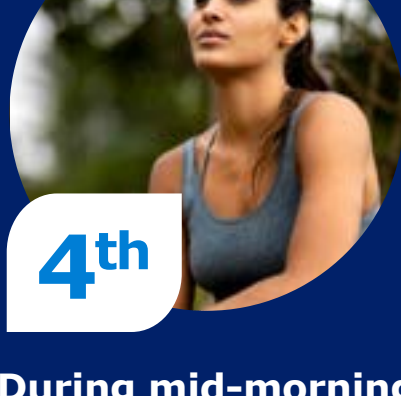
2nd

as an afternoon recharge



3rd

as a morning ritual



4th

During mid-morning exercise



5th

when socializing with friends

Consumer-driven desires for new offerings.



ADM has the expertise and capabilities to deliver the energy drink options that consumers demand:

Capabilities

- + Health & wellness beverages
- + Power-up lifestyle beverages
- + Energy & additional functionality focused beverages

On-Trend Ingredients

- + Exciting flavors including citrus
- + Natural ingredients
- + Added protein sources
- + Antioxidants & vitamins/minerals
- + Botanicals



Meeting consumer demands and exceeding expectations.

Empowered by our broad portfolio and deep consumer understanding, ADM creates cutting-edge energy drinks that deliver optimal flavor, functionality and taste. We leverage our proprietary Consumer Insights Toolbox to uncover consumer desires and attitudes for new energy drink innovations.

Our robust portfolio of taste and functional ingredient solutions include:

Classic Energy Drinks

- + Delicious, preferred taste with natural flavors
- + Solutions include reduced sugar and zero-sugar variants
- + Energy with functional attributes

Lifestyle Energy Drinks

- + Botanicals, probiotics, fiber, protein ingredients align with "superfood" consumer trends
- + Flavors and colors from natural sources
- + Delivering taste consumers prefer

Energy drinks with ingredients sourced from nature

- + Ingredients sourced from nature, including caffeine from natural sources/plant sources/naturally-occurring caffeine
- + Sweetened with solutions from nature, such as fruit or stevia
- + Flexible concept can include fruit juice to underline the natural approach



Elevate the ordinary energy drink.

When you choose ADM, you have a partner who combines functional, clean label solutions with superior technical ingenuity. Our extensive beverage expertise gives you an edge in developing consumer-preferred experiences, and our high processing standards and partnerships with growers ensure a consistently reliable, premium quality product.

Let's Collaborate.

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¹Euroonitor Passport

²Total Energy Drinking Occasions, 2022