

STRENGTHS

- Celsius reached \$1.1 billion in sales in 2024, ranking third among energy drink brands in the U.S., behind only Monster (\$5.52B) and Red Bull (\$7.34B) ([Statista](#))
- Sales surged 135.9% in 2023, demonstrating growing consumer demand ([Statista](#))
- Celsius offers 50+ flavors across 3 core products (carbonated, non-carbonated, and powder), appealing to various consumer preferences (celsius.com/products)
- Celsius has established collaborations with rising NFL and college football stars via NIL deals, including:
 - NFL Players: Bo Nix, Jayden Daniels, Michael Penix Jr. ([Learfield](#))

WEAKNESSES

- CELSIUS still lags behind Red Bull and Monster in terms of overall consumer choice ([Statista](#))
- CELSIUS faced several high-profile lawsuits and controversies, including:
 - [Preservatives Class Action](#) lawsuit potentially damaged consumer trust regarding the CELSIUS's ingredients
 - [Flo Rida Endorsement Dispute](#) over unpaid earnings potentially impacts future collaborations
 - [NCAA Banned Substance Issues](#) potentially impact access to college football athletes
 - Social media misinformation, such as the TikTok cyanide controversy, may have

- College Athletes: Travis Hunter, Emeka Egbuka, Jalen Milroe, and Dillon Gabriel, among others ([Front Office Sports](#))
- Universities: Officially partnered with major universities like Texas A&M, Oregon, Colorado, USAFA, and Washington ([Learfield](#))
- Over 6.7M total followers across major socials (TikTok, Instagram, Facebook, X)
- Recently expanded into the United Kingdom, Ireland, Australia, and New Zealand.

- impacted brand trust and created safety concerns
- Comparable CELSIUS products are priced higher than direct competitors
 - CELSIUS 4-Pack 12 fl oz: \$13.95; Redbull 4-Pack 12 fl oz: \$9.48 Monster 4-Pack 16 fl oz: \$7.98 ([Walmart.com](#))
 - Competitors have bolder, more eye-catching packaging designs that stand out on shelves
 - As a healthy alternative, CELSIUS potentially limits itself from attracting traditional energy drink consumers, as well as the lucrative connection to the alcohol industry that Redbull thrives in

OPPORTUNITIES

THREATS

- The caffeinated energy drink sector continues to grow, reaching \$21B in 2024 ([Statista](#))

- Caffeinated energy drinks are often viewed as unhealthy and unsafe, especially for minors,

- Many competitors focus on flavor over fitness, allowing Celsius to dominate the "clean energy" health & wellness niche
- Recent NIL legislation enables endorsement deals with rising college and high school athletes, building brand exposure among future professionals
- New product categories (pre-workout, functional hydration, and protein-infused beverages) are emerging as viable market extensions, aligning with active consumers' needs
- Subscriptions provided through distributors like Amazon increase convenience for buying products like energy drinks in bulk

leading to lawsuits and regulatory scrutiny

- The energy drink industry is oversaturated with dominant brands (Red Bull, Monster, Bang) and emerging competitors (Prime, ZOA)
- Non-caffeinated industry giants like Gatorade are trying their hand at caffeinated beverages ([Front Office Sports](#))
- The price of energy drinks and sports drinks is expected to increase over the next 5 years ([Statista](#))
- Consumers are increasingly exploring all-natural caffeine alternatives (e.g., yerba mate, matcha, herbal teas) in a shift away from traditional energy drinks