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**CELSIUS SWOT Analysis:**

**Strengths:**

1. Strong Brand Loyalty: Despite being a newer brand in comparison to competitors, CELSIUS has built a reasonable loyal following especially among those who prioritize functional products with clean ingredients and zero sugar.
2. Strong Social Media Presence: CELSIUS has a strong social media presence with more than 8.6 million followers across various social media platforms which is valuable in connecting with consumers.
3. Natural Ingredients: CELSIUS stands out amongst its competitors by highlighting the all-natural ingredients included in its beverages and the benefits that come along with consuming their products.

**Weaknesses:**

1. Niche Audience: CELSIUS is solely reliant on gym-goers, athletes, and overall health-conscious consumers with a fit lifestyle. This limits the appeal of its products to the mass market.
2. Lack of Online Availability: Currently, CELSISUS beverages are sold primarily in-store only with a limited amount of flavors available online exclusively through Amazon.
3. Low ESG Rating: CELSIUS’s S&P Global ESG score is 11. Although CELSIUS has shown some commitment to sustainability, efforts can be improved.

**Opportunities:**

1. Consumer focus: Consumer behaviors and preferences shifted post-pandemic. “Many consumers’ personal priorities shifted towards health and wellness” (Mintel, 2025).
2. Ashwagandha Trend: There has been an upward trend in health and wellness brands incorporating ashwagandha into their products as a result of the herb’s rise in popularity. According to the American Botanical Council, ashwagandha was the seventh most purchased supplement in 2021, with its sales rising more than 220% from the previous year.
3. Partnerships are Highly Valuable: “According to Forbes, in 2023, some brands generated over 28% of their total revenue through partnerships.” More than ever, the right brand partnerships and partnerships with influencers, celebrities, or professional athletes are most often beneficial and valuable for brands.

**Threats:**

1. Competitors: In a saturated market, CELSIUS is consistently competing with already well-established brands with a large and loyal following alongside high brand recognition.
2. Economic Hardship: The current state of the economy can cause a shift in consumer spending, where the energy drink market might be directly affected.
3. Public Perception and Misinformation: Some view energy drinks as extremely harmful products filled with sugar and harmful additives that can cause unhealthy side effects.