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Thought leadership Piece:

**The New Standard Set by CELSIUS**

By: John Fieldly

Most energy drinks have promised high caffeine levels with a surge of temporary energy and have high levels of sugar, artificial ingredients, and harmful additives. Although energy remains an essential interest today for many athletes and gym-goers, many of these individuals, especially Gen-Z consumers, are demanding more. They are paying attention to ingredients, functionality, and benefits offered in addition to sustainable practices and transparency. More than ever, it is necessary to formulate energy drinks that are clean and free of harmful or unnecessary ingredients.

At CELSIUS, our focus has always been about more than just energy. Our mission to help inspire those who want to “live fit” and empower individuals to work towards the best version of themselves has remained consistent. CELSIUS has challenged the industry by providing natural, functional, and science-backed products that are specially formulated to offer sustained energy, vitamins, and elements meant to support you.

**Redefining the market: Why Clean Ingredients Matter**

Today, consumers are intentional with what they purchase and choose to consume. Gen-Z consumers are consistently seeking companies and products that align with their goals and values. Most, if not all, want to consume products that will benefit and support their overall wellness without compromising on quality or taste.

CELCIUS has 30 delicious flavors that are sugar-free, vegan, and gluten-free, with no artificial preservatives, high-fructose corn syrup, or aspartame. As further proof of our commitment to the well-being of our consumers, we recently introduced our latest innovation, the Tart Cherry Ashwagandha meant to support post-workout recovery to help individuals feel stronger and recover quicker.

**The Value in Listening to Consumers**

CELSIUS prides itself on having a strong connection with its consumers. The level of trust and confidence has been an essential part of our success. There is tremendous value in listening to what consumers have to say. Although it may seem obvious, not enough corporations listen to consumer needs and behaviors. Within the energy drink market, studies show that two in every seven consumers prefer low or no sugar which significantly influences their decision to purchase products (Innova Market Insights). In addition, more than half of consumers evaluate functionality and taste equally.

CELSIUS also relies on data and analytics as well as actively engaging with our consumers to gather genuine feedback. Whether it is testing out new flavors or refining older formulas to better serve our consumers, CELSIUS is always willing to listen.

**The Need for Transparency**

The energy drink industry has a responsibility to lead with transparency. Many lack transparency with consumers, failing to be forthcoming with the full ingredient list of their products or offering misleading claims. Consumers deserve to know the ingredients and effects that come along with the products they are consuming. At CELSIUS, we are committed to being transparent about the ingredients and effects of our products.

**Forward Thinking**

Moving forward, there is a need for corporations, especially within the energy drink market, to lead with transparency and offer clean ingredients while prioritizing the long-term well-being of consumers. At CELSIUS, we have always believed in the power of clean ingredients and see this as an exciting opportunity to continue to build on the innovative formulas we have created thus far. We are committed to continue empowering individuals to be their best, whatever that may feel like, and supporting their overall well-being.