

How Can Energy Drinks Fix Their Unhealthy Reputation? A Media Analysis

Media Analysis Summary



While energy drinks are experiencing an upheaval, they still appear in headlines across the global mainstream media mostly in a negative light, as their health effects are wrought with controversy.

Many articles focused on the latest scientific findings or reported on people suffering from consuming large amounts of energy drinks. Journalists writing on this topic frequently cited the World Health Organization or the American Academy of Pediatrics, which cautions that children should not consume them.

Topics in the energy drinks debate by share of voice



35%

Health and wellness



31%

Product launches



17%

Market developments



12%

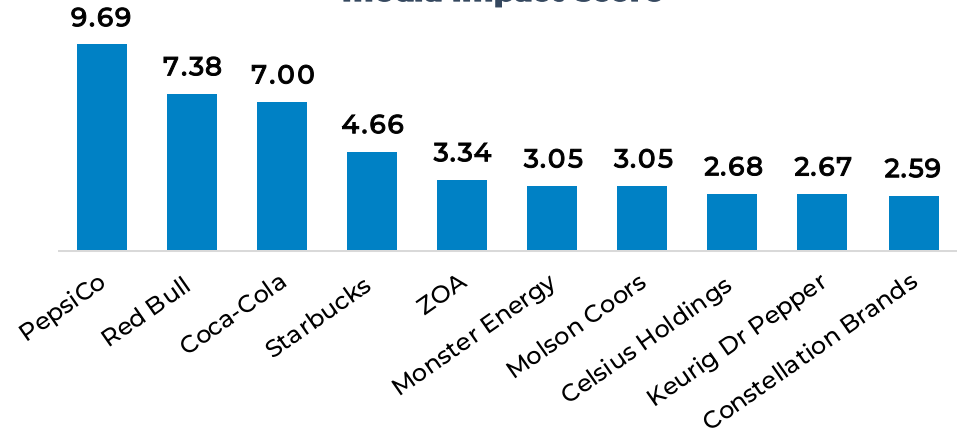
Consumer trends



5%

Regulation/Policy

Top 10 organisations in the energy drinks debate by media impact score



5 tips on how energy drinks can fix their unhealthy reputation

- Look at the main drivers behind the health category and frame yourself as part of the solution
- Explore an unexpected category: relaxation
- Use the plant-based trend to promote not only health but also sustainability
- Go beyond sports and double down on functional attributes like immunity
- Focus not just on the body but also on the brain – especially in new fields like esports

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