

Energy Drink Consumption & Preference Study

Penetration of Energy Drink

- 35% of respondents consumed energy drinks in the last 12 months, while 25% consumed them in the last three months.
- Young adults aged 18–24 (29%) recorded the highest past-month penetration, followed by those aged 25–34 (22%).
- Middle-class consumers (39%) form the largest share of energy drink consumers.



Consumption Pattern & Purchase Decision

- Once a week is the most common frequency of energy drink consumption.
- 70% of consumers typically drink one can per day.
- 90% usually purchase energy drinks from local convenience stores.
- The most common consumption time is 12 PM–3 PM, mainly while working (51%).
- Most consumers drink energy drinks with friends (73%).



Advertising Effectiveness

- Hoarding boards on roads/streets (60%) are the most recalled advertising channel.
- On social media, Facebook (65%) is the most recalled platform for advertisements.
- YouTube (63%) and TikTok (46%) are also key digital platforms driving advertisement recall



Date: 2026-07-30

1. Objective

This study assesses the penetration of energy drinks among consumers in Kathmandu Valley by evaluating consumption patterns, purchase behavior, brand advocacy (NPS), and the effectiveness of advertising campaigns. It identifies key consumer habits, preferred purchase channels, consumption occasions, and the advertising platforms that generate the highest recall, providing actionable insights into the energy drink market.

2. Methodology

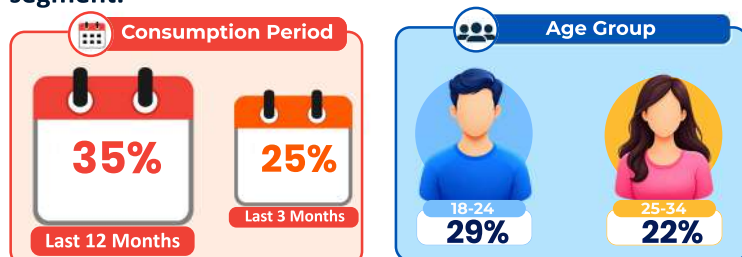
The study was conducted using a quantitative survey among **253 respondents** aged **18–64** years in Kathmandu Valley. Data was collected between June 29 to July 14, 2026 using digital data collection and structured questionnaires administered by experienced enumerators (CAPI). The sample included 177 males and 76 females. The collected data was analyzed using descriptive statistics in Excel.



3. Major Findings and Insights

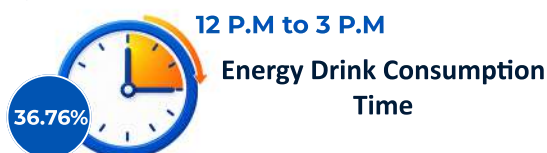
Penetration of Energy drink

- **35%** of respondents have consumed an energy drink in the last **12 months**, while 25% consumed one in the last three months.
- Past-month consumption is significantly higher among male respondents (30%) than female respondents (10%).
- Consumers aged 18–24 years (29%) and 25–34 years (22%) account for the highest category penetration.
- 39% of energy drink consumers belong to the middle socio-economic class, making it the largest consumer segment.



Consumption Pattern

- 25% of respondents consume energy drinks once a week.
- 70% typically consume one can in a day.
- Energy drinks are most commonly consumed while working (51%).
- **36.76%** of respondents consume energy drink between **12 PM to 3 PM**.



Discover more factsheets — just scan!

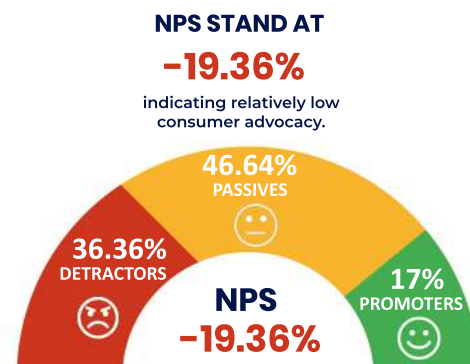
Purchase Decision

- Majority (90%) purchase energy drinks from local convenience stores.
- Majority (93%) do not purchase energy drinks in bulk, indicating that purchases are primarily made for immediate consumption.
- Consumers show a slight preference for short cans (52%) with blue-colored cans (61%).



Brand Advocacy & Advertisement Effectiveness

- The energy drink category records a Net Promoter Score (NPS) of **-19.36%**, with 17% promoters, 46.64% passives, and 36.36% detractors, reflecting relatively low consumer advocacy.
- 60% of respondents recalled seeing advertisements on hoarding boards at roads/streets.
- Among social media platforms, Facebook generated the highest advertisement recall (65%).



4. Conclusion

The study shows that 25% of respondents consumed an energy drink in the last three months, with consumption largely driven by male consumers (30%) and those aged 18–24 years (29%). Most consumers drink energy drinks once a week (25.30%), purchase them from local convenience stores (90%), and consume them primarily while working (51%). While advertising campaigns have achieved strong visibility through hoarding boards (60%), the category's NPS of -19.36% indicates an opportunity to strengthen brand advocacy.