

# CELSIUS HOLDINGS





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# EXECUTIVE SUMMARY



## About Celsius Holdings:

- US Leader in Functional Drinks
- Strong North American Demand
- Expanding Reach (Canada with PepsiCo)
- Top Seller Online (Amazon)



# COMPANY OVERVIEW

01

## Market Position:

- High growth (4.9% market share)
- Chasing leaders (Monster & Red Bull dominate)

02

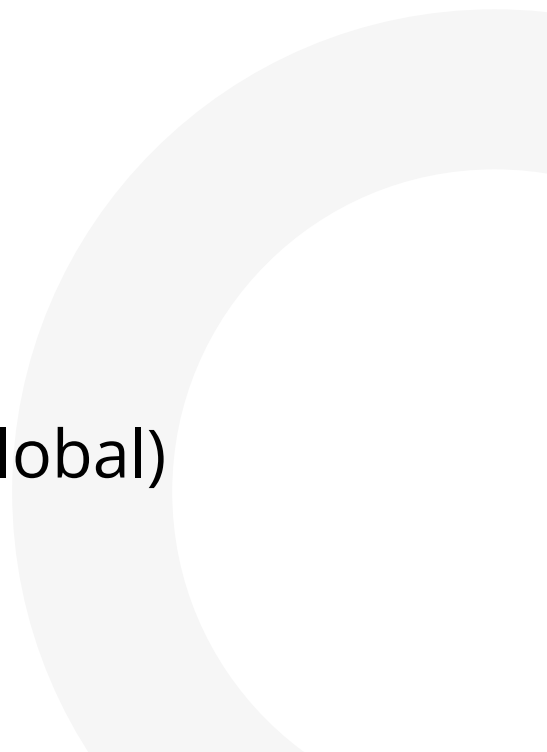
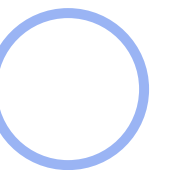
## Financial Performance:

- Revenue soaring (\$1.3B to \$1.8B projected)
- Gross profit upward trend (\$545,000 in 2023)

03

## Product Offering & Channel Strategy

- Fitness drinks (Energy & Powders)
- Multi-channel reach (In-Stores, Online, Gyms, Global)





# DATA DRIVEN MARKET OVERVIEW



In 2024, at-home revenue is anticipated to reach USD 1.0 billion, with an expected annual growth rate of 5.1% (CAGR 2024-2028).

Volume in the sector is projected to hit 191.9 million liters by 2028, with a notable volume growth of 3.2% forecasted for 2025.

Per capita, at-home average volume consumption is estimated to be 4.35 liters in 2024.

Energy drink sales in Canada have surged from \$851 million in 2018 to \$1.1 billion by 2022 according to EuroMonitor.

# SITUATION ANALYSIS (PEST)

## Political

- Regulations, tax, and trade policies affect compliance and market access.



## Economic

- Economic conditions, raw material costs and market trends affect turnover and profitability..



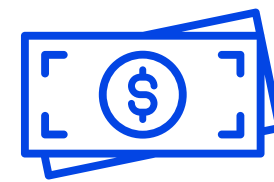
## Social

- Health trends, lifestyle changes, and consumer preferences drive product demand.

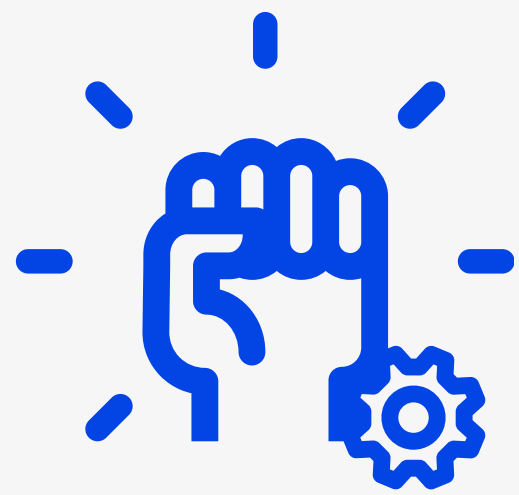


## Technological

- Innovations, production processes, and digital marketing affect competitiveness and market position.



# SITUATION ANALYSIS (SWOT)



## Strengths

- Unique product offering: Positioned as a healthier choice in the beverage market.
- Increased consumer awareness: Growing demand for health conscious products.
- Strong brand presence: a recognizable brand with loyal customers.
- Innovation: Continuous expansion of new tastes and flavors. production lines.

## Weaknesses

- Dependence on specific market segments: dependence on healthy consumers.
- Limited distribution channels: opportunity to expand markets.
- Vulnerability to market trends: open to changing consumer preferences.
- Competitive pressure: Challenges from established and emerging competitors..

## Opportunities

- Market expansion: the opportunity to take advantage of new geographic areas.
- Diversification: introducing new product lines or expanding into related areas.
- Partnerships and collaborations: leveraging partnerships in distribution and marketing.
- Health and wellness trends: adapting to growing consumer demand for healthier options.

## Threats

- Regulatory changes: Impact of food safety, labeling, and environmental regulations.
- Economic drivers: Fluctuations in raw material costs and consumer spending.
- Intense competition: Pressure from competing brands and emerging players.
- Supply chain disruptions: Logistics and logistics risks and challenges. acquisition.

# STP ANALYSIS



## Segmentation

- Health-conscious consumers
- Prioritize health & functionality in beverages
- Active lifestyles



## Targeting

- Fitness enthusiasts
- Seek a healthy energy boost



## Positioning

- Healthy alternative to traditional energy drinks
- Functional benefits (metabolism, fat burning)

# MARKET SEGMENTATION



## GEOGRAPHIC

- Country: Canada
- Regions: British Columbia, Ontario and Quebec.
- Cities: Vancouver, Toronto and Montreal.
- Criteria: high income, high population density, health consciousness.



## DEMOGRAPHIC

- Age: 18-45.
- Income: middle and high income
- Gender: Both males and females
- Generation: Millennials, younger Generation X
- Education: college or university.
- Occupation: professionals



## PSYCHOGRAPHIC

- Lifestyle: value health, sports and wellness.
- VALS: Achievers and Experiencers.
- Personality traits: try new products, care about their health, energetic and goal-driven.



## BEHAVIORAL

- Benefits sought: increase energy, manage weight or improve physical performance.
- Usage Rate: moderate use of energy drinks and supplements.
- Shared behaviors: regularly consume energy drinks, like natural options, purchase fitness products.



# POSITIONING STATEMENT



“For health-conscious Canadians with an active lifestyle, Celsius is the functional energy drink that delivers sustained energy, metabolic benefits and a great taste because only Celsius has clinically proven beverages made with scientifically-backed ingredients like green tea and ginger”.



# MARKETING STRATEGY



## Celsius Holdings 4Ps Marketing Mix:

The marketing mix is the set of controllable elements or variables that Celsius uses to influence and meet the needs of its target customers in the most effective and efficient way possible



## ELEMENTS OF THE MARKETING MIX

01

### Product

- Celsius Holdings' product range caters specifically to health-conscious consumers seeking functional beverages.

02

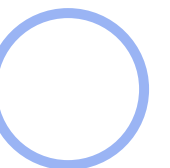
### Price

- Value-based pricing method
- Price skimming

03

### Place

- Pull marketing strategy
- Intensive distribution





# MARKETING STRATEGY

## 04 - PROMOTION

### MESSAGE

Marketing Message: “Clinically proven energy drink to optimize your fitness performance and well-being”.

#### Made to Optimize your Fitness Performance



\*Clinically Proven

### DIGITAL MARKETING

- Content Marketing
- Influencer collaboration
- Social media campaigns (UGC)
- Email advertisement.



### PARTNERSHIPS AND EXPERIENTIAL

- Media Outreach
- Community events.
- In-store promotions
- In-store ads



### ADVERTISING

- Online Advertising: Facebook, Instagram and Youtube Ads.
- Outside Advertising: Billboards with impactful phrases “Energize your Day”



# Conclusion



Dynamic Market

Adapt to market shifts (PEST factors)

Target Audience

Health-conscious Canadians with active lifestyles

Value Proposition

Clinically proven energy drink for performance & well-being

Multi-Channel  
Marketing

Digital, partnerships, in-store activations

USP

Functional, healthy, scientifically-backed energy drink

Growth Strategy

Drive brand awareness, product trial, and market share







**Celsius Holdings**

# THANK YOU

