



6 REASONS WHY THIS BRAND IS MORE THAN ENERGY

**\$1.8B ACQUISITION  
- ALANI NU**

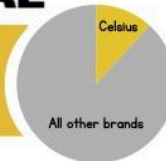


\$1.8B MOVE TO DOMINATE  
FEMALE WELLNESS



**11.8% U.S. MARKET  
SHARE**

NOW 11.8% OF THE U.S. MARKET—  
TRIPLE GROWTH SINCE 2021



**\$1.36B REVENUE -  
CENTER FOCUS**



CELSIUS HITS \$1.36B—MORE  
THAN A DRINK, A MOVEMENT

**CLEAN FUEL -  
200MG, NO SUGAR**



NO  
SUGAR  
ADDED

200MG NATURAL CAFFEINE,  
NO SUGAR, NO CRASH



**GEN Z'S POST-  
WORKOUT  
FAVORITE**

GEN Z'S GO-TO POST-  
WORKOUT LIFESTYLE DRINK



**BUILT DIFFERENT -  
PEPSI &  
INFLUENCERS**



SCALED NATIONWIDE WITH  
PEPSI AND CREATORS



## Citation

“Celsius Holdings Reports Fourth Quarter and Full-Year 2024 Financial Results.” *Celsius*

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<https://www.wsj.com/business/deals/celsius-to-buy-energy-drink-rival-for-1-8-billion-a1618105>.  
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Krader, Kate. “How Celsius Became the King of Energy Drinks.” *Bon Appétit*, 14 Sept. 2024,

<https://www.bonappetit.com/story/how-celsius-became-the-king-of-energy-drinks-gen-z>. *Bon Appétit*.

## AI Citation

“Based on Celsius’s brand context and Gen Z recovery focus, what kind of statistics would be most relevant to highlight?” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, [chat.openai.com/chat](https://chat.openai.com/chat).

“Help me organize the selected data into six infographic categories with visual logic.” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, [chat.openai.com/chat](https://chat.openai.com/chat).

“Can you help me brainstorm a layout that communicates clearly in long vertical scroll format?” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, [chat.openai.com/chat](https://chat.openai.com/chat).