



Wellness Isn't Gender-Neutral—And It's Time We Stopped Pretending It Is

By John Fieldly, CEO of Celsius Holdings Inc.

For too long, the wellness industry has claimed to be for everyone—while designing products for only half the population.

Walk down any supplement or energy drink aisle, and you'll see a market that's overwhelmingly skewed toward male bodies, male needs, and male imagery. This one-size-fits-all approach is not only outdated—it's leaving millions of active, health-conscious women underserved and unseen. And in 2025, that's unacceptable.

At Celsius, we believe wellness should reflect the people who live it. That's why we're taking a bold step forward with the launch of our new Tart Cherry + Ashwagandha functional energy drink—a product specifically designed to support post-workout recovery, stress relief, and natural inflammation reduction. These are not just buzzwords. These are real needs, especially for the millions of Gen Z women building fitness into their daily lives.

And this is just the beginning.

Earlier this year, Celsius acquired Alani Nu—a powerhouse in the female wellness space—for

\$1.8 billion. This wasn't just a business move. It was a values move. Alani Nu brings a proven track record of connecting with women authentically, offering smart, science-backed products that resonate with how women train, recover, and thrive. Together, we're creating a functional lifestyle platform that isn't just inclusive—it's intentional. Because the truth is, women's wellness isn't a niche. It's a movement.

But inclusion means more than pink packaging. It means investing in research that reflects female physiology. It means creating flavors, formats, and functional ingredients that support real recovery—not just generic energy spikes. It means expanding representation, building with purpose, and refusing to accept an industry where “clean energy” still defaults to a male voice. We know this because we listen. We listen to the millions of consumers who are tired of being an afterthought. We listen to athletes, fitness influencers, and wellness leaders who want products that meet them where they are. And we're listening to Gen Z—the most vocal, values-driven generation we've ever served.

They're not just buying drinks. They're buying into brands that stand for something.

So to the rest of the wellness world: it's time to catch up. Women aren't a segment. They're the standard.

At Celsius, we're not just fueling bodies—we're fueling change. And we're proud to be doing both, starting with every sip of Celsius's new tart cherry + ashwagandha drink.

Citations

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AI Citation

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