

Top 10 Energy Drinks Facts

1. Energy drinks are a well-established non-alcoholic beverage category. First sold in Thailand, energy drinks were introduced in Europe in the 1980's and have been sold globally since then.
2. Caffeine is an essential ingredient in energy drinks. It is safe for consumption.
3. The caffeine content in energy drinks is comparable to or sometimes even less than in a standard serve (one cup) of black coffee.
4. Most caffeine consumption for an average person comes from beverages other than energy drinks.
5. The ingredients in energy drinks are sourced from naturally occurring ingredients.
6. Taurine, a common ingredient in energy drinks, is a naturally occurring amino acid, that contributes to physiological functions in the body.
7. 250ml is the most common serving size for energy drinks globally.
8. Energy drinks follow global regulations, especially on product label requirements.
9. Habitual consumption of energy drinks does not cause addiction.
10. Energy drinks are safe for consumption.

In all major markets, government health authorities have concluded that energy drinks are safe to consume.