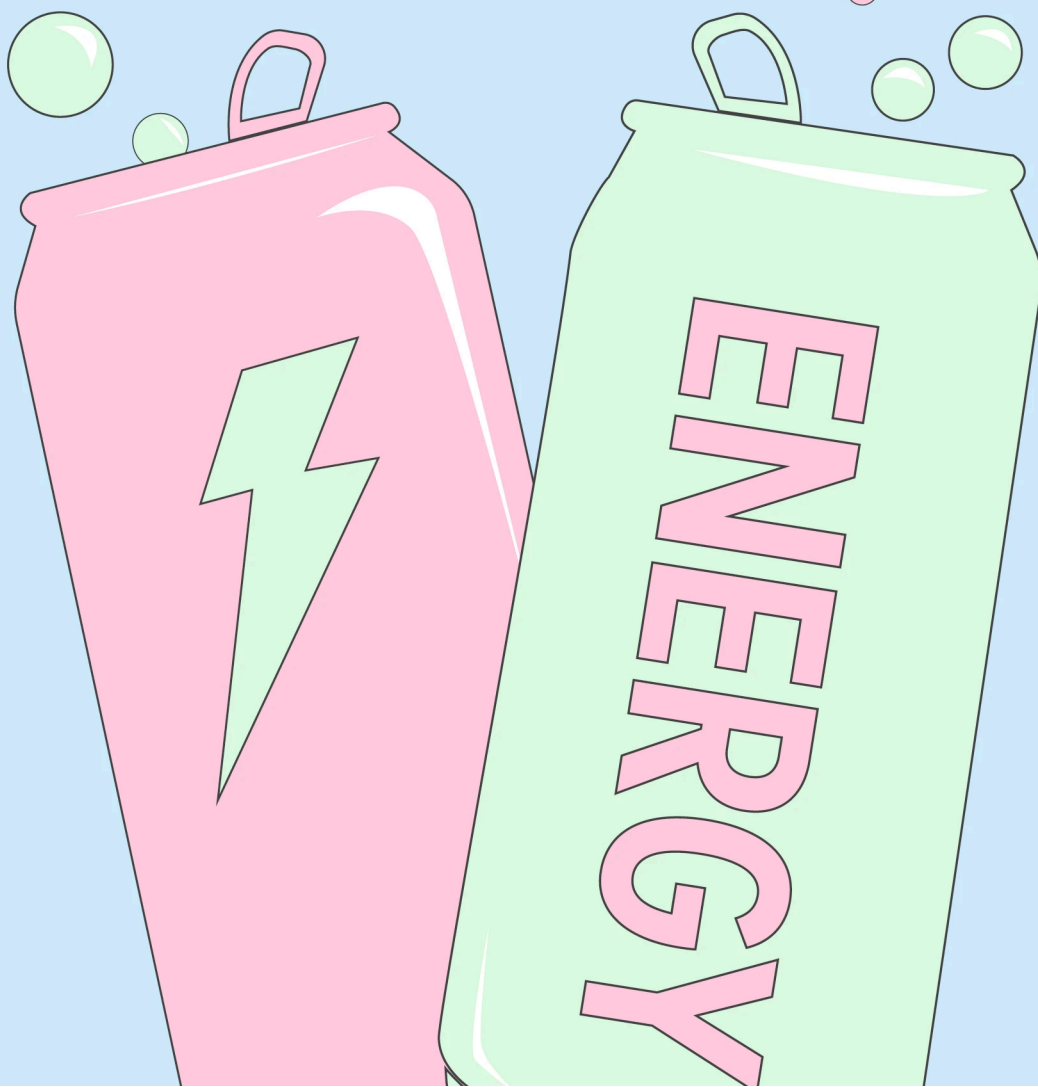


Energy drink and caffeine consumption among Nordic adolescents



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Executive Summary

Consumption habits

A large majority of Nordic adolescents consume energy drinks at least occasionally. More than one in five (22 percent) drink them at least once daily, and three in five (61 percent) drink them at least weekly, while 16 percent never do. Most usually drink one can or bottle (250–330 ml) per occasion (69 percent); nearly one in four (23 percent) usually drink a large 500 ml serving, and only 2 percent usually drink more than that.

Regarding specific brands, three dominate: Red Bull (53 percent), Monster (36 percent), and Nocco (29 percent), although the latter is significantly less common in Norway and Denmark.

Almost half were 14–15 years old when they started consuming energy drinks (46 percent), while one in ten were younger than 12 years old (10 percent).

In general, older adolescents tend to consume energy drinks more often than the younger ones and boys tend to consume energy drinks more often than girls as well. Girls start drinking energy drinks somewhat earlier than boys do, but they tend to drink less when they do.

Reasons for consumption

Taste is the primary reason adolescents drink energy drinks (73 percent). Other common reasons relate to alertness, like the need for more energy (51 percent) and wanting to stay awake (34 percent).

The main reasons for non-consumption are health (62 percent), lack of interest (54 percent) or just preferring other drinks (49 percent).

Context and access

The consumption of energy drinks by adolescents is most common at school or work (59 percent), followed by when they are out with friends (35 percent) or at home (33 percent).

A large portion does not consume energy drinks in the evening or night at all (30 percent). Those who do drink in the evening or at night do so most commonly while gaming or being out with friends (25 percent).

There are two main places where adolescents usually acquire energy drinks – grocery stores (91 percent) and kiosks/gas stations (26 percent).

Negative effects and dependence indicators

Three in ten adolescents (30 percent) report having felt unwell or having experienced negative health effects from consuming energy drinks, with similar levels across countries. The most common issues reported are heart palpitations (44 percent), trouble sleeping/headaches (39 percent), and nausea/shakiness (37 percent). Few reported dental problems (7 percent).

About one in seven (15 percent) feel discomfort when they don't drink energy drinks. The main issues are tiredness (64 percent) and headaches (55 percent), followed by difficulty concentrating (37 percent) and irritability (34 percent).

One in six (17 percent) feel they can't manage their day without an energy drink, which rises to almost half when adding those who sometimes feel that way (29 percent).

Reducing consumption and deterrents

About one in three energy drink consumers want to cut back (32 percent), while 46 percent do not, and 22 percent are unsure. The main reasons given are saving money (79 percent) and health concerns (64 percent). Protecting their teeth is another reason cited by 41 percent.

The most commonly cited measure for reducing or stopping consumption is higher prices (41 percent), followed by less tasty flavours (31 percent).

Other caffeine consumption

Consumption of other caffeine-containing products, excluding energy drinks, is common among adolescents in the Nordic countries. More than four in five (85 percent) consume some type of caffeine-containing product at least weekly.

The most common products are cola drinks (64 percent), coffee/ice-coffee (33 percent), tea/ice-tea (27 percent) and chocolate drinks (25 percent). Those who consume other caffeine-containing products more frequently, also consume larger amounts per occasion, on average, than those who consume them less frequently.

Frequent consumption of energy drinks also appears to be associated with more frequent consumption of other caffeine-containing products.

Sammanfattning

Konsumtionsvanor

En stor majoritet av nordiska ungdomar dricker energidrycker åtminstone ibland. Mer än en av fem (22 procent) dricker energidryck minst en gång per dag. Tre av fem (61 procent) dricker energidryck minst en gång i veckan, medan 16 procent aldrig gör det.

De flesta dricker vanligtvis en burk eller flaska på 250-330 ml per tillfälle (69 procent). Nästan en av fyra (23 procent) brukar dricka 500 ml. Endast 2 procent brukar dricka mer än så.

Tre varumärken dominerar: Red Bull (53 procent), Monster (36 procent) och Nocco (29 procent). Nocco är betydligt mindre vanligt i Norge och Danmark.

Nästan hälften var 14-15 år när de började dricka energidryck (46 procent). En av tio var yngre än 12 år (10 procent).

Äldre ungdomar dricker generellt energidryck oftare än yngre ungdomar. Pojkar dricker också oftare än flickor. Flickor börjar dricka energidryck något tidigare än pojkar, men dricker generellt mindre när de börjar.

Varför ungdomar dricker energidryck

Smaken är det vanligaste skälet till att ungdomar dricker energidryck (73 procent). Andra vanliga skäl handlar om att bli piggare. Hälften (51 procent) uppger att de vill få mer energi, medan 34 procent dricker energidryck för att hålla sig vakna.

De vanligaste skälen till att inte dricka energidryck är hälsan (62 procent), bristande intresse (54 procent) och att man helt enkelt föredrar andra drycker (49 procent).

När och var ungdomar dricker energidryck

Ungdomar dricker oftast energidryck i skolan eller på arbetet (59 procent). Det är också vanligt att de dricker energidryck när de är ute med kompisar (35 procent) eller hemma (33 procent).

En stor andel dricker inte alls energidryck på kvällen eller natten (30 procent). Bland de som gör det vanligast att dricka energidryck i samband med datorspel eller när de är ute med kompisar (25 procent).

Ungdomar köper framför allt energidryck i livsmedelsbutiker (91 procent) och i kiosker eller på bensinstationer (26 procent).

Negativa effekter och tecken på beroende

Tre av tio ungdomar (30 procent) uppger att de mått dåligt eller fått negativa hälsoeffekter av att dricka energidryck. Nivåerna är ungefär desamma i de nordiska länderna.

De vanligaste besvären är hjärklappning (44 procent), sömnsvårigheter eller huvudvärk (39 procent) samt illamående och skakningar (37 procent). Få uppger tandproblem (7 procent).

Ungefär en av sju ungdomar (15 procent) känner obehag när de inte dricker energidryck. De vanligaste besvären är trötthet (64 procent) och huvudvärk (55 procent). Därefter kommer koncentrationssvårigheter (37 procent) och irritation (34 procent).

En av sex (17 procent) upplever att de inte klarar sin dag utan energidryck. Om man räknar med de som ibland känner så (29 procent) är andelen nästan hälften.

Att minska konsumtionen

Ungefär en av tre ungdomar som dricker energidryck vill minska sin konsumtion (32 procent). Nästan hälften vill inte minska den (46 procent), medan 22 procent är osäkra.

De vanligaste skälen till att vilja minska sin konsumtion är att spara pengar (79 procent) och oro för hälsan (64 procent). Fyra av tio (41 procent) uppger också att de vill skydda sina tänder.

Det som ungdomarna oftast uppger skulle få dem att minska eller sluta dricka energidryck är högre priser (41 procent). Det näst vanligaste är mindre goda smaker (31 procent).

Andra koffeinhaltiga produkter

Det är vanligt att nordiska ungdomar konsumerar andra koffeinhaltiga produkter än energidryck. Mer än fyra av fem (85 procent) konsumerar någon form av koffeinhaltig produkt minst en gång i veckan.

De vanligaste produkterna är coladrycker (64 procent), kaffe eller iskaffe (33 procent), te eller iste (27 procent) och chokladdrycker (25 procent).

Ungdomar som oftare konsumerar andra koffeinhaltiga produkter konsumerar också i genomsnitt större mängder per tillfälle än de som sällan konsumerar sådana produkter.

Det finns också ett samband mellan konsumtion av energidryck och andra koffeinhaltiga produkter. Ungdomar som ofta dricker energidryck verkar också oftare konsumera andra koffeinhaltiga produkter.

About the survey

Background and purpose

The Swedish National Food Agency is leading the project *Understanding and Addressing Energy Drink and Caffeine Consumption Among Nordic Adolescents*, funded by the Nordic Council of Ministers. The project is carried out in close collaboration with national partners from all Nordic countries, including Faroe Islands and Åland.

The aim of the project is to develop feasible policy recommendations to address the increasing consumption of energy drinks among young people in the Nordic region. The project follows up on the report *NORMO 2025 - Status and development of diet, physical activity, use of nicotine products, alcohol and overweight*.

Regulatory approaches to energy drinks differ across the Nordic countries, including the maximum permitted caffeine content in energy drinks.

Against this background, the Nordic Council of Ministers and the Swedish Food Agency launched the project. This report presents the results of the first part of the project, a quantitative study of adolescents aged 15–19 years in all Nordic countries.

The study aims to provide knowledge about adolescents' consumption of energy drinks and other caffeine-containing products, and to explore the reasons and circumstances associated with this consumption. More specifically, the study addresses the following questions:



- How frequently and in what quantities do adolescents consume energy drinks in the different Nordic countries?
- Why and in what contexts do adolescents regularly consume energy drinks, defined as consuming them at least once a month?
- Where do adolescents obtain energy drinks?
- Do adolescents experience adverse effects or symptoms of dependence related to their energy drink consumption?
- Do adolescents want to reduce their energy drink consumption? If so, why, and which measures would they consider effective? If not, why not?
- Do adolescents consume other caffeine-containing products?
- How do consumption patterns and responses differ by country, sex, age, parents' educational level and other relevant analytical variables?

The quantitative study is expected to provide a solid basis for the next phase of the project. In this phase, adolescents will be actively engaged through a qualitative study using adolescent panels, providing an opportunity to explore and discuss the findings from the quantitative study in greater depth. The findings from both phases will be brought together in a final report, which will include policy recommendations on how the Nordic countries can reduce the consumption of energy drinks and other products with high caffeine content among children and adolescents.

Implementation

The survey was conducted during the period of April to May 2026 by Origo Group. Read more about Origo Group at www.origogroup.com.

Project manager at Origo Group: Peter Linsér.

Project manager at The Swedish Food Agency: Sabina Litens Karlsson.

Methodology

The target group is adolescents aged 15–19 years residing in Sweden, Denmark, Finland, Iceland, and Norway. The desired number of responses and the number of completed responses are as follows:

- **Sweden:** 1,490 responses (1,500 target)
- **Norway:** 755 responses (700 target)
- **Denmark:** 1,015 responses (1,000 target)
- **Finland:** 1,531 responses (1,500 target)
- **Iceland:** 125 responses (200 target)

The data collection has been conducted using web panels active in the different countries. The rationale for using web panels is that the questions are of a nature that they concern a large proportion of adolescents in society, while also constituting a relatively cost-effective method that ensures geographical coverage within a country. In this case, we also did not see any other reasonable method for collecting the relevant responses. The target group is restricted by age, and experience shows that it is more difficult to achieve participation among adolescents. In addition, willingness to respond varies across the Nordic countries.

In order, as far as possible, to achieve the target numbers of responses stated above, other partners were also engaged, in addition to traditional panel providers. However, the panels are structured in a comparable manner, which means that this has no implications for the results. The panels have been managed to ensure that responses are distributed between boys and girls.

Additionally, the analyses have been weighted by country, age, and sex to ensure a standardized, proportional distribution of respondents. (See page 7, Respondent information.)

The report was developed with contributions from national representatives, who reviewed and translated the questions, provided country-specific input, reviewed and provided feedback on the draft and final report.

Sabina Litens Karlsson, The Swedish Food Agency
Marianne Hope Abel, Norwegian Institute of Public Health
Lene Neergaard Jørgensen, The Danish Veterinary and Food Agency
Ellen Alma Tryggvadóttir, Iceland Directorate of Health
Susanna Raulio, Finnish Institute for Health and Welfare

Sample sizes and margins of error

Confidence intervals are used to indicate how uncertain an estimated value is. The most common choice is a 95% confidence interval, meaning that if the study were to be repeated numerous times, we would expect the method to produce an interval that contains the actual population value in 95% of the cases given that the study participants are representative of the background population. In the current survey, the margin of error is relatively small when the full dataset is used but increases as smaller subgroups are analysed.

The sample were drawn from pre-recruited web panels. With this type of sample, the margin of error is approximated using statistical calculations. The table below presents margins of error for proportions. These figures apply to results close to 50%; for results closer to 10% or 90%, the margin of error is smaller.

Table 1, Margin of error depending on sample sizes

Sample size	Maximum margin of error for proportions
1500 respondents	± 2,5%
1000 respondents	± 3,1%
700 respondents	± 3,7%
500 respondents	± 4,4%
200 respondents	± 6,9%
100 respondents	± 9,8%
50 respondents	± 13,9%

With the assumption of non-response being random, the margin of error for each country would be:

- **Sweden:** 2,5%
- **Norway:** 3,6%
- **Denmark:** 3,1%
- **Finland:** 2,5%
- **Iceland:** 8,8%

Significance testing

To assess whether there are statistically significant differences between groups, for example between men and women, significance testing was conducted using so-called z-tests and t-tests when comparing countries and chi²-tests and t-tests when comparing subgroups to the total. In these tests, the null hypothesis is that there are no differences between the groups. If the result in one group differs sufficiently from the result in another group, the null hypothesis is rejected. When the null hypothesis is rejected, the difference is considered significant, meaning that what is stated in the alternative hypothesis is statistically supported and, with high confidence, is not due to random variation. For these tests, the significance level was set at 5%. The significance level is the probability of rejecting a true null hypothesis. All differences mentioned in the report text are statistically supported.

Respondent information

The tables below show population numbers for each country according to Nordic Statistics (a collection of comparative Nordic statistics which is funded by the Nordic Council of Ministers and operated by Nordregio), the share of the population and the number and share of responses, broken down by sex and age.

Sweden has the highest population, while Finland, Denmark and Norway are similar size. Iceland is by far the smallest in terms of population. While there are differences in the population numbers across the Nordic countries, the percentages within each target group are very similar to each other.

To ensure that the respondents are representative of the population, the results have been weighed by age and gender. The following population numbers have been used as the target distribution when weighing the results of the survey.

Table 2, Population and Survey Respondents by gender and age, Sweden

Sweden	Number of population	Share of population	Number of responses	Share of responses
Sweden, 15-19 years	623 031	37,5	1 475	30,4%
Female, 15 years	61 503	3,7%	19	0,4%
Female, 16 years	60 996	3,7%	128	2,6%
Female, 17 years	60 280	3,6%	197	4,1%
Female, 18 years	60 383	3,6%	231	4,8%
Female, 19 years	58 891	3,5%	172	3,5%
Male, 15 years	65 332	3,9%	14	0,3%
Male, 16 years	65 085	3,9%	137	2,8%
Male, 17 years	64 201	3,9%	192	4,0%
Male, 18 years	64 085	3,9%	217	4,5%
Male, 19 years	62 275	3,7%	168	3,5%

Table 3, Population and Survey Respondents by gender and age, Finland

Finland	Number of population	Share of population	Number of responses	Share of responses
Finland, 15-19 years	320 688	19,3%	1 496	30,9
Female, 15 years	31 801	1,9%	36	0,7%
Female, 16 years	31 424	1,9%	117	2,4%
Female, 17 years	30 992	1,9%	199	4,1%
Female, 18 years	31 392	1,9%	238	4,9%

Female, 19 years	30 668	1,8%	199	4,1%
Male, 15 years	33 256	2,0%	81	1,7%
Male, 16 years	32 820	2,0%	99	2,0%
Male, 17 years	32 688	2,0%	141	2,9%
Male, 18 years	33 089	2,0%	214	4,4%
Male, 19 years	32 558	2,0%	172	3,5%

Table 4, Population and Survey Respondents by gender and age, Denmark

Denmark	Number of population	Share of population	Number of responses	Share of responses
Denmark, 15-19 years	351 739	21,2%	1 006	20,8%
Female, 15 years	33 103	2,0%	50	1,0%
Female, 16 years	34 511	2,1%	82	1,7%
Female, 17 years	34 127	2,1%	125	2,6%
Female, 18 years	34 658	2,1%	231	4,8%
Female, 19 years	34 779	2,1%	207	4,3%
Male, 15 years	35 046	2,1%	43	0,9%
Male, 16 years	36 593	2,2%	54	1,1%
Male, 17 years	35 943	2,2%	36	0,7%
Male, 18 years	36 677	2,2%	112	2,3%
Male, 19 years	36 302	2,2%	66	1,4%

Table 5, Population and Survey Respondents by gender and age, Norway

Norway	Number of population	Share of population	Number of responses	Share of responses
Norway, 15-19 years	340 230	20,5%	747	15,4%
Female, 15 years	33 631	2,0%	25	0,5%
Female, 16 years	33 175	2,0%	41	0,8%
Female, 17 years	32 517	2,0%	84	1,7%
Female, 18 years	32 803	2,0%	160	3,3%
Female, 19 years	32 161	1,9%	115	2,4%
Male, 15 years	35 728	2,2%	25	0,5%
Male, 16 years	35 709	2,2%	46	0,9%
Male, 17 years	34 889	2,1%	48	1,0%
Male, 18 years	35 436	2,1%	117	2,4%
Male, 19 years	34 181	2,1%	86	1,8%

Table 6, Population and Survey Respondents by gender and age, Iceland

Iceland	Number of population	Share of population	Number of responses	Share of responses
Iceland, 15-19 years	25 093	1,5%	124	2,6%
Female, 15 years	2 531	0,2%	11	0,2%
Female, 16 years	2 461	0,1%	15	0,3%
Female, 17 years	2 352	0,1%	12	0,2%
Female, 18 years	2 352	0,1%	9	0,2%
Female, 19 years	2 327	0,1%	11	0,2%

Male, 15 years	2 739	0,2%	19	0,4%
Male, 16 years	2 644	0,2%	14	0,3%
Male, 17 years	2 571	0,2%	13	0,3%
Male, 18 years	2 557	0,2%	8	0,2%
Male, 19 years	2 559	0,2%	12	0,2%

The tables below show the number of answers to the background questions asked of the respondents.

Table 7, Age of respondents

Age	Total	SE	NO	DK	FI	IS
15 years old	7%	2%	8%	9%	7%	24%
16 years old	15%	18%	15%	13%	12%	23%
17 years old	22%	26%	23%	16%	18%	21%
18 years old	32%	31%	30%	34%	37%	14%
19 years old	25%	23%	25%	27%	27%	18%

Table 8, Gender of respondents

Gender	Total	SE	NO	DK	FI	IS
Female	55%	50%	51%	68%	56%	46%
Male	43%	49%	46%	31%	43%	53%
Other	1%	1%	1%	1%	1%	0%
Prefer not to answer	1%	0%	2%	0%	0%	1%

Table 9, Parents Education Level of respondents

Education level of parents/guardians	Total	SE	NO	DK	FI	IS
Primary school	11%	9%	6%	22%	11%	7%
Upper secondary	24%	28%	20%	25%	24%	9%
Post-secondary <3 years	11%	10%	10%	14%	11%	10%
Post-secondary 3+ years	41%	37%	48%	29%	45%	68%
Don't know	11%	13%	13%	7%	6%	2%
Prefer not to answer	3%	4%	4%	2%	3%	3%

Response distribution and response rate

In total, 4994 completed responses were collected, where after quality control, which consisted of checking responses for inconsistencies which indicate response automation, or unrealistic answers, taking several questions in conjunction to detect unserious or inattentive respondents, there were 4916 final responses left to be analysed.

Given that the data collection method is based on quota fulfilment, where follow-up of specific respondent groups is discontinued once a representative quota has been met, the overall response rate is generally somewhat lower than it would be if non-respondents in groups with already fulfilled quotas were nevertheless pursued.

Table 10, Screened out, nonresponse, disqualified and final number of respondents

Data collection	
Ineligible respondents	
Screened out (did not belong to the target group)	518
Screened out (attention check failure)	264
Survey nonresponse	
Unit nonresponse (break-off)	842
Completed responses	4 994
Disqualified (quality control)	78
Final number of responses	4 916

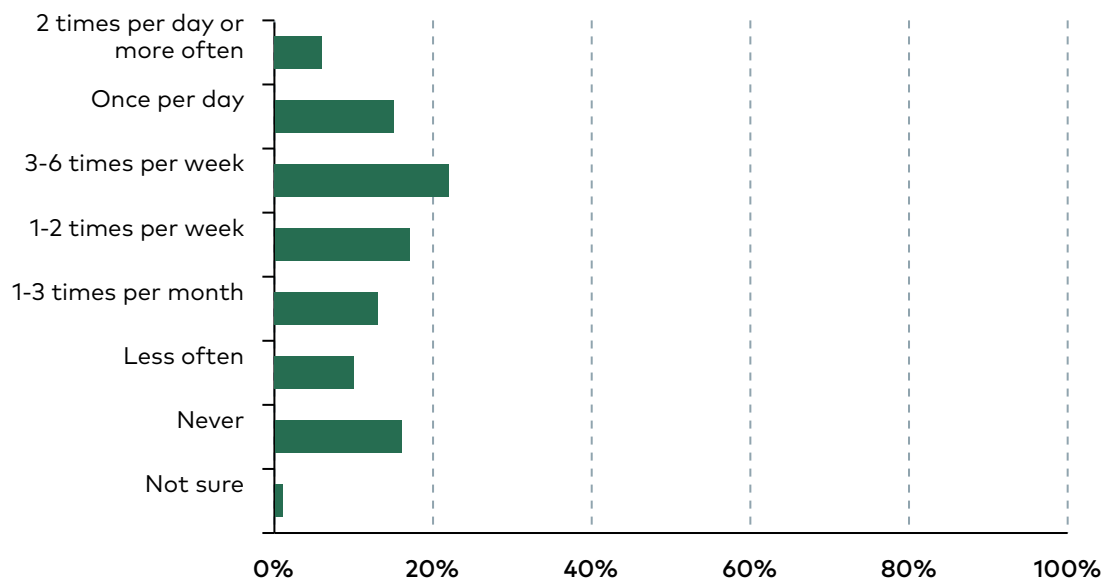
Consumption habits and preferences

Frequency of energy drink consumption

The consumption of energy drinks among adolescents is widespread, with 60 percent of respondents saying they drink it at least once a week and 21 percent at least once a day. One in six adolescents, or 16 percent, report that they never consume energy drinks.

Figure 1, How often do you drink energy drinks?

Base: All respondents.



Adolescents in Sweden consumes energy drinks more often than average, while Norwegian and Danish adolescents drink less frequently.

Consumption frequency	Total	SE	NO	DK	FI	IS
2 times per day or more	6%	8%	5%	5%	7%	4%
Once per day	15%	20%	13%	9%	15%	15%
3-6 times per week	22%	28%	17%	15%	24%	13%
1-2 times per week	17%	19%	18%	14%	19%	14%
1-3 times per month	13%	10%	13%	14%	15%	8%
Less often	10%	7%	14%	13%	8%	9%
Never	16%	7%	20%	29%	12%	36%
Not sure	1%	1%	0%	1%	1%	1%

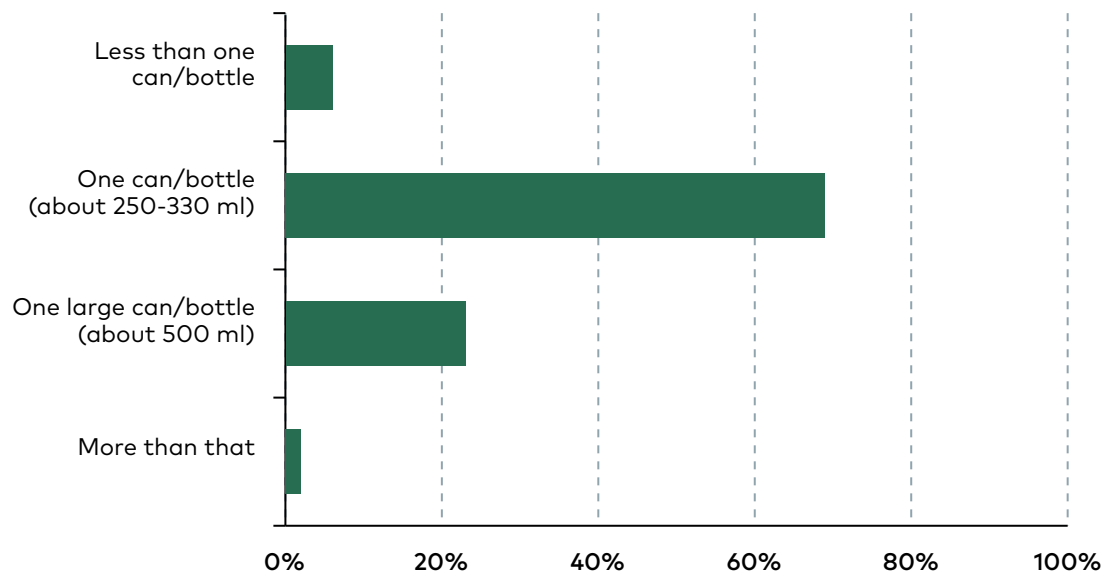
Table 11, How often do you drink energy drinks? (by country)

Typical amount per occasion

Among the adolescents that consume energy drinks, 69 percent usually drink one can/bottle (250-330 ml) per occasion, and 23 percent drink a large can/bottle (500 ml). Only 2 percent say they usually consume more than that and 6 percent that they consume less than one can/bottle.

Figure 2, How much do you usually drink per occasion?

Base: Respondents who drink energy drinks.



Adolescents in Sweden consume 250-330 ml cans/bottles per occasion at a much higher rate, while larger cans and bottles are more common in Norway, Denmark, and Finland.

Table 12, How much do you usually drink per occasion? (by country)

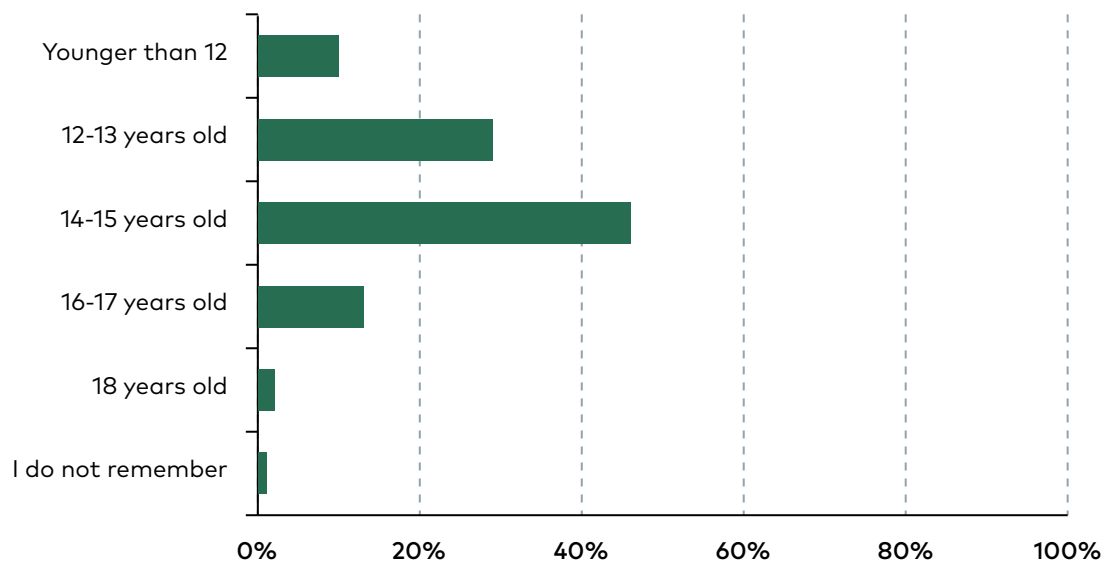
Volume of consumption	Total	SE	NO	DK	FI	IS
Respondents	3697	1286	525	586	1234	66
Less than one can/bottle	6%	9%	3%	4%	6%	3%
One can/bottle (250–330 ml)	69%	80%	58%	58%	66%	82%
One large can/bottle (500 ml)	23%	9%	37%	38%	27%	15%
More than that	2%	2%	1%	0%	2%	0%

Age of first consumption

First consumption of energy drinks occurs relatively early among adolescents. Nearly half (46 percent) report first consuming energy drinks at ages 14-15. A substantial share report even earlier, with 29 percent indicating they started consuming energy drinks at ages 12-13 and 10 percent before the age of 12. In contrast, 13 percent report starting at ages 16-17.

Figure 3, How old were you when you started drinking energy drinks?

Base: Respondents who drink energy drinks.



Finnish adolescents have an overall lower starting age, where one in four say they were younger than 12 and one in three were 12-13 years old. Norway also has a slightly lower introduction age, where more than one in three says they first started consuming energy drinks at 12-13 years old.

Table 13, How old were you when you started drinking energy drinks? (by country)

* Estimates for initiation at age 18 or older should be interpreted with caution, as few respondents in the sample have reached this age.

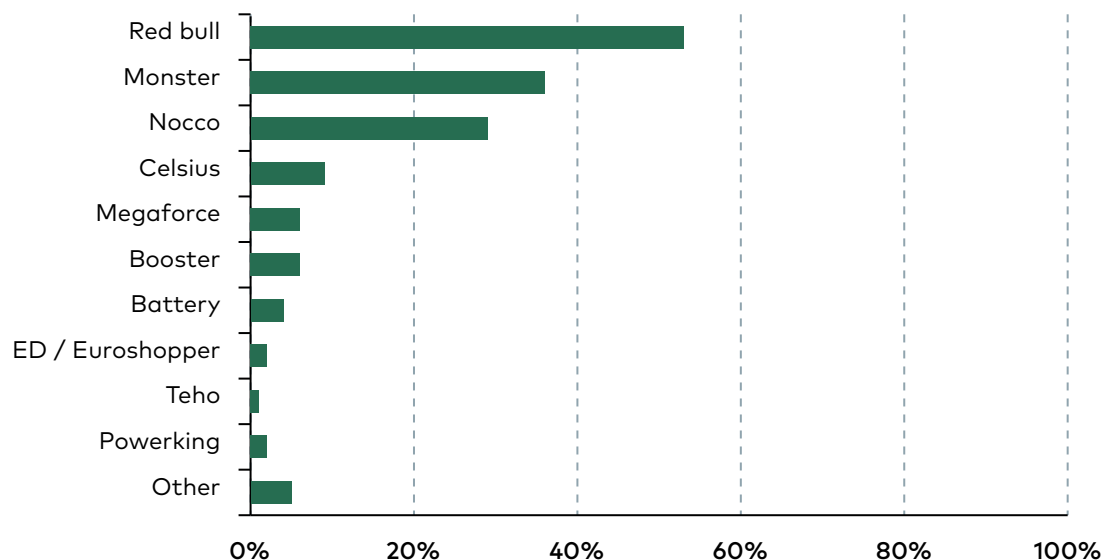
First consumption, age	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Younger than 12	10%	5%	7%	7%	24%	4%
12–13 years old	29%	25%	36%	25%	33%	11%
14–15 years old	46%	57%	41%	41%	32%	58%
16–17 years old	13%	12%	15%	20%	9%	22%
18 years or older*	2%	1%	1%	5%	1%	3%
I do not remember	1%	1%	0%	1%	1%	2%

Most frequently consumed brands

While there are many different energy drinks available, the most common one consumed by adolescents is Red Bull, at 53 percent. It is followed by Monster at 36 percent and Nocco at 29 percent. Outside of these three brands, consumption is much lower, with Celsius as the fourth most common brand at 9 percent. This may be due to some brands being sold exclusively, or at least predominantly, in only some of the Nordic countries.

Figure 4, What energy drink do you drink most often? (open answer)

Base: Respondents who drink energy drinks.



There is a lot of variation across the different Nordic countries in terms of energy drink consumption. Some brands are consumed everywhere, but at different quantities, while some are only consumed in specific countries. Also note that the caffeine content can vary between different countries and can sizes.

In Sweden, Nocco is consumed as much as Red Bull. In Denmark, a third drinks Booster. In Iceland, Red Bull is less than half as popular as in the other countries - but Nocco is instead as popular as Red Bull is in the other countries. Finland has the biggest variety of preferred energy drinks, with most of the top ten energy drinks mentioned being consumed.

Table 14, What energy drink do you drink most often? (by country)

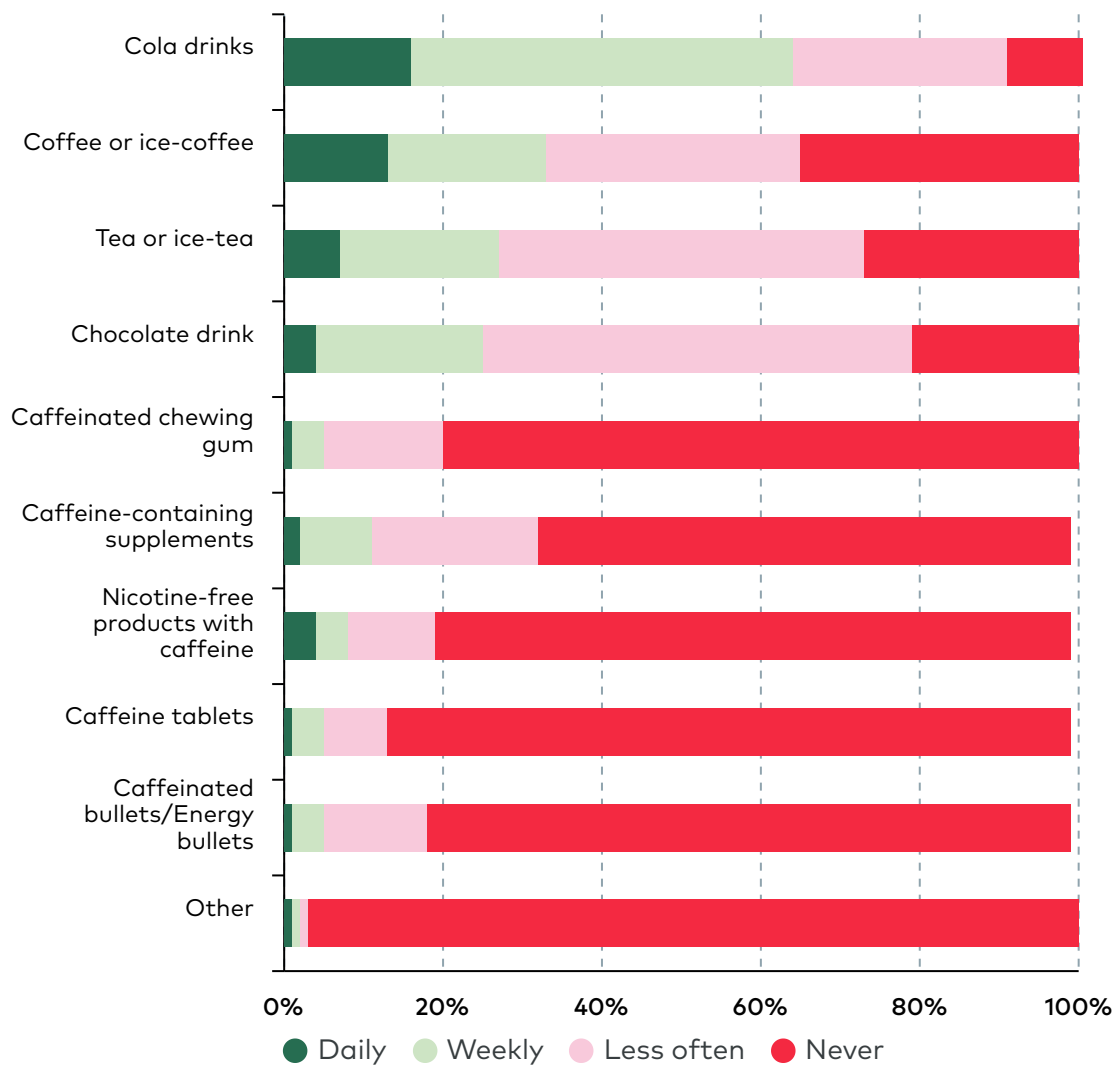
Brands consumed	Total	SE	NO	DK	FI	IS
Respondents	3697	1286	525	586	1234	66
Red Bull	53%	54%	53%	48%	55%	22%
Monster	36%	21%	68%	43%	29%	28%
Nocco	29%	55%	3%	1%	23%	52%
Celsius	9%	15%	0%	0%	14%	2%
Megaforce	6%	0%	0%	0%	26%	0%
Booster	6%	0%	0%	32%	1%	0%
Battery	4%	0%	9%	0%	10%	0%
ED / Euroshopper	2%	0%	0%	0%	9%	7%
Teho	1%	0%	0%	0%	6%	0%
Powerking	2%	4%	2%	0%	0%	0%
Other	5%	4%	4%	5%	5%	14%

Use of other caffeine-containing products

The most common non-energy drink caffeine sources are cola drinks, with 64 percent consuming them at least weekly, followed by coffee at 33 percent, tea at 27 percent, and chocolate drinks at 25 percent. Other common sources are supplements such as pre-workout products or sports gels or bars, with 11 percent consuming them at least weekly.

Figure 5, Do you consume other products that contain caffeine?

Base: All respondents.



Adolescents in Sweden consume nicotine-free products that contain caffeine (e.g., white snus) more often than those in other Nordic countries, and they also drink cola drinks and consume caffeine-containing supplements more often. In Norway, adolescents drink coffee less often than in the other countries and they also consume nicotine-free products (e.g., white snus) less often. Danish adolescents consume tea more often than the Nordic average. Cola drinks are consumed less often by adolescents in Finland, at about half the frequency compared to the average across all Nordic countries, and Finnish adolescents also have somewhat lower tea consumption; instead, they drink coffee more often. In Iceland, higher percentages report never consuming other caffeine products, and while these differences are statistically significant, the relatively low number of respondents means the results should be interpreted with caution.

Adolescents with higher energy drink consumption tend to consume other caffeine products at higher rates as well, such as cola drinks, caffeine-containing supplements, nicotine-free products, caffeine tablets and caffeinated bullets. When looking at differences between the Nordic countries, Swedish adolescents with high energy drink consumption also consume cola drinks and supplements at higher rates. Norwegian adolescents consume cola drinks, caffeinated chewing gum, supplements, nicotine-free products with caffeine, caffeine tablets and bullets. Danish adolescents consumes nicotine-free products and caffeinated bullets more often. Finnish adolescents consume caffeine-containing supplements, nicotine-free products, and caffeinated bullets.

The results also suggest an inverse association between parental education level and consumption frequency for several of products, with adolescents whose parents have higher education levels reporting lower daily or weekly consumption.

Table 15, Do you consume Cola drinks? (e.g., Coca-Cola/Coca-Cola Zero or Pepsi/Pepsi max)

Cola drinks	Total	SE	NO	DK	FI	IS
Daily	16%	19%	16%	17%	8%	9%
Weekly	48%	49%	50%	45%	49%	28%
Less often	27%	24%	24%	27%	36%	30%
Never	10%	9%	10%	12%	7%	32%

Table 16, Do you consume coffee or ice-coffee? (including espresso, latte, and other coffee drinks)

Coffee or ice-coffee	Total	SE	NO	DK	FI	IS
Daily	13%	11%	10%	13%	19%	4%
Weekly	20%	19%	22%	22%	19%	6%
Less often	32%	33%	36%	27%	32%	15%
Never	35%	36%	32%	39%	30%	75%

Table 17, Do you consume tea or ice-tea?

Tea or ice-tea	Total	SE	NO	DK	FI	IS
Daily	7%	7%	7%	10%	5%	1%
Weekly	20%	17%	23%	25%	17%	5%
Less often	46%	40%	50%	47%	51%	23%
Never	27%	36%	19%	18%	28%	71%

Table 18, Do you consume chocolate drink?

Chocolate drinks	Total	SE	NO	DK	FI	IS
Daily	4%	4%	3%	3%	5%	4%
Weekly	21%	17%	30%	23%	18%	19%
Less often	54%	49%	54%	55%	63%	41%
Never	21%	31%	13%	19%	14%	35%

Table 19, Do you consume caffeinated chewing gum?

Caffeinated chewing gum	Total	SE	NO	DK	FI	IS
Daily	1%	1%	2%	1%	1%	0%
Weekly	4%	5%	6%	3%	3%	0%
Less often	15%	10%	16%	20%	16%	1%
Never	80%	84%	76%	76%	79%	99%

Table 20, Do you consume caffeine-containing supplements (e.g., pre-workout, sport gels or bars with caffeine)

Caffeine-containing supplements	Total	SE	NO	DK	FI	IS
Daily	2%	3%	2%	1%	2%	1%
Weekly	9%	12%	6%	10%	8%	4%
Less often	21%	21%	19%	21%	25%	16%
Never	67%	64%	73%	68%	65%	80%

Table 21, Do you consume nicotine-free products with caffeine? (e.g., white snus)

Nicotine-free products with caffeine	Total	SE	NO	DK	FI	IS
Daily	4%	7%	3%	3%	3%	0%
Weekly	4%	7%	3%	3%	3%	0%
Less often	11%	13%	9%	9%	11%	0%
Never	80%	73%	85%	84%	83%	100%

Table 22, Do you consume caffeine tablets?

Caffeine tablets	Total	SE	NO	DK	FI	IS
Daily	1%	2%	2%	1%	1%	0%
Weekly	4%	5%	3%	4%	3%	0%
Less often	8%	9%	7%	9%	9%	0%
Never	86%	84%	89%	85%	88%	100%

Table 23, Do you consume caffeinated bullets/energy bullets?

Caffeinated bullets / Energy bullets	Total	SE	NO	DK	FI	IS
Daily	1%	2%	1%	1%	1%	0%
Weekly	4%	5%	4%	4%	3%	1%
Less often	13%	13%	15%	13%	12%	2%
Never	81%	79%	80%	82%	84%	97%

Amount per occasion for other caffeine products

The four most often consumed caffeine products are cola drinks, that have an average consumption of 1,4 glasses per occasion, coffee, and chocolate drinks, that average 1,2 cups per occasion and tea that average 1,3 cups per occasion.

While nicotine-free products are not that widely consumed overall, they are the most consumed product per occasion of those who do consume them, with an average of 1,8 portions.

Table 24, How much per occasion? (by country)

How much per occasion?	Total	SE	NO	DK	FI	IS
Cola drinks (cans/glasses)	1,4	1,6	1,4	1,4	1,4	1,2
Coffee or ice-coffee (cups)	1,2	1,2	1,0	1,2	1,2	1,1
Tea or ice-tea (cups)	1,3	1,3	1,2	1,5	1,1	1,0
Chocolate drink (cups)	1,2	1,2	1,2	1,3	1,2	0,9
Caffeinated chewing gum (pieces)	1,0	1,0	1,0	0,9	0,9	n/a
Caffeine-containing supplements (servings)	1,2	1,4	1,0	1,2	1,1	1,0
Nicotine-free products with caffeine (portions)	1,8	2,0	1,6	1,6	1,3	n/a
Caffeine tablets (tablets)	1,1	1,2	1,0	1,0	0,9	n/a
Caffeinated bullets / Energy bullets (pieces)	1,1	1,3	1,1	1,1	0,8	n/a

Volume per occasion rises with consumption frequency. Weekly consumers drink about 20 percent less per occasion than daily consumers, those who drink less often consume about half as much as daily consumers. For nicotine-free caffeine products (e.g., white snus), daily consumers use nearly twice as much per occasion as weekly consumers and just over three times as much as less frequent consumers.

Table 25, How much per occasion? (by consumption frequency)

How much per occasion?	Total	Daily	Weekly	Less often
Cola drinks (cans/glasses)	1,4	1,8	1,5	1,2
Coffee or ice-coffee (cups)	1,2	1,6	1,3	0,9
Tea or ice-tea (cups)	1,3	1,8	1,5	1,1
Chocolate drink (cups)	1,2	1,7	1,5	1,1
Caffeinated chewing gum (pieces)	1,0	1,9	1,4	0,8
Caffeine-containing supplements (servings)	1,2	2,0	1,7	0,9
Nicotine-free products with caffeine (portions)	1,8	3,4	1,8	1,1
Caffeine tablets (tablets)	1,1	1,9	1,4	0,8
Caffeinated bullets/Energy bullets (pieces)	1,1	1,9	1,5	0,9

Drivers for consumption and non-consumption

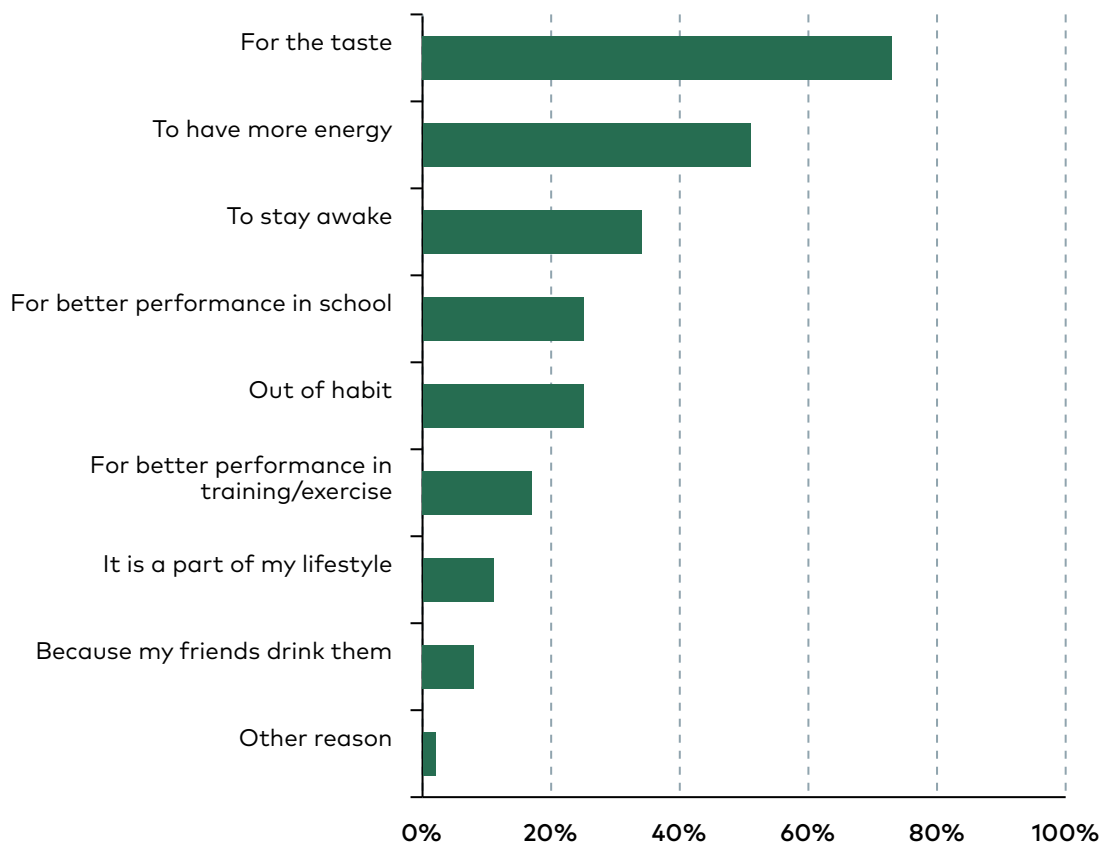
Reasons for drinking energy drinks

When adolescents are asked why they consume energy drinks, the most common answer is that they like the taste, at 73 percent. About half say it is to have more energy, at 51 percent, and a third say it is to stay awake, at 34 percent.

Boys consume energy drinks more often to perform better in training, while girls do so more often out of habit. Those with a high consumption frequency give school performance, habit, and lifestyle as reasons more often.

Figure 6, Why do you drink energy drinks? (multiple choice)

Base: Respondents who drink energy drinks.



Swedish adolescents more often report drinking energy drinks to improve school performance. Norwegian adolescents more often cite taste and staying awake. Danish adolescents more often report they drink energy drinks because their friends do, while Finnish adolescents more often give staying awake, habit, and lifestyle related reasons.

Table 26, Why do you drink energy drinks? (by country)

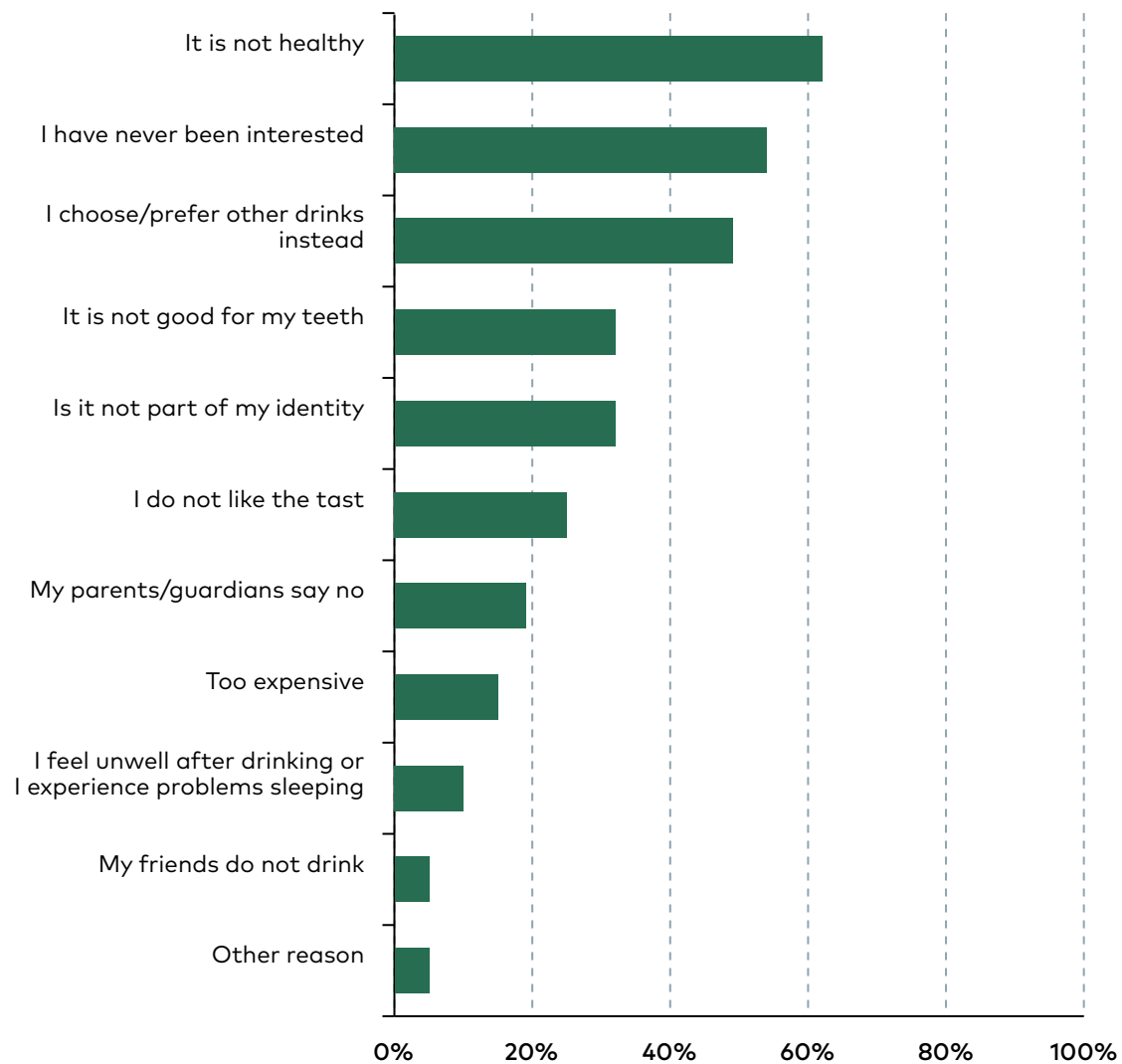
Reasons for consumption	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
To have more energy	51%	50%	53%	48%	53%	63%
To stay awake	34%	28%	45%	29%	39%	44%
For better performance in school	25%	33%	18%	18%	22%	19%
For better performance in training/ exercise	17%	18%	14%	16%	17%	10%
For the taste	73%	74%	78%	68%	69%	74%
Because my friends drink them	8%	6%	10%	12%	7%	0%
Out of habit	25%	24%	19%	23%	32%	20%
It is a part of my lifestyle	11%	11%	9%	10%	14%	8%
Other reason	2%	1%	1%	4%	3%	5%

Reasons for never drinking energy drinks

The three most common reasons for not drinking energy drinks are health reasons (62 percent), disinterest (54 percent), and choice/preference of other drinks (49 percent). Girls say that they do not drink energy drinks because it is unhealthy and that they have a lack of interest at higher rates.

Figure 7, If you do not drink energy drinks, why not? (multiple choice)

Base: Respondents who do not drink energy drinks.



Finnish adolescents more often report not consuming energy drinks due to dislike of the taste, feeling unwell after drinking them, concerns about their teeth, friends not drinking them, cost, and preferring other drinks. Swedish adolescents less often cite health and teeth concerns, preferring other drinks, or never having been interested. Swedish, Norwegian, and Icelandic adolescents more often report that energy drinks are not part of their identity, while Danish adolescents say it's not part of their identity to a lesser extent and more often report that their parents or guardians says no to a greater extent.

Table 27, If you do not drink energy drinks, why not? (by country)

Reasons for not drinking energy drinks at all	Total	SE	NO	DK	FI	IS
Respondents	725	92	131	283	173	46
I do not like the taste	25%	22%	24%	24%	37%	11%
I feel unwell after drinking it or experience problems sleeping	10%	12%	7%	9%	17%	4%
It is not healthy	62%	50%	59%	67%	71%	40%
It is not good for my teeth	32%	14%	35%	33%	43%	26%
My parents/guardians say no	19%	7%	17%	25%	14%	24%
My friends do not drink	5%	1%	5%	5%	11%	5%
Too expensive	15%	10%	13%	14%	25%	7%
I choose/ prefer other drinks instead	49%	29%	47%	53%	61%	45%
I have never been interested	54%	29%	55%	58%	58%	76%
It is not part of my identity	32%	42%	40%	23%	27%	49%
Other reason	5%	3%	8%	4%	6%	7%

The context of consumption

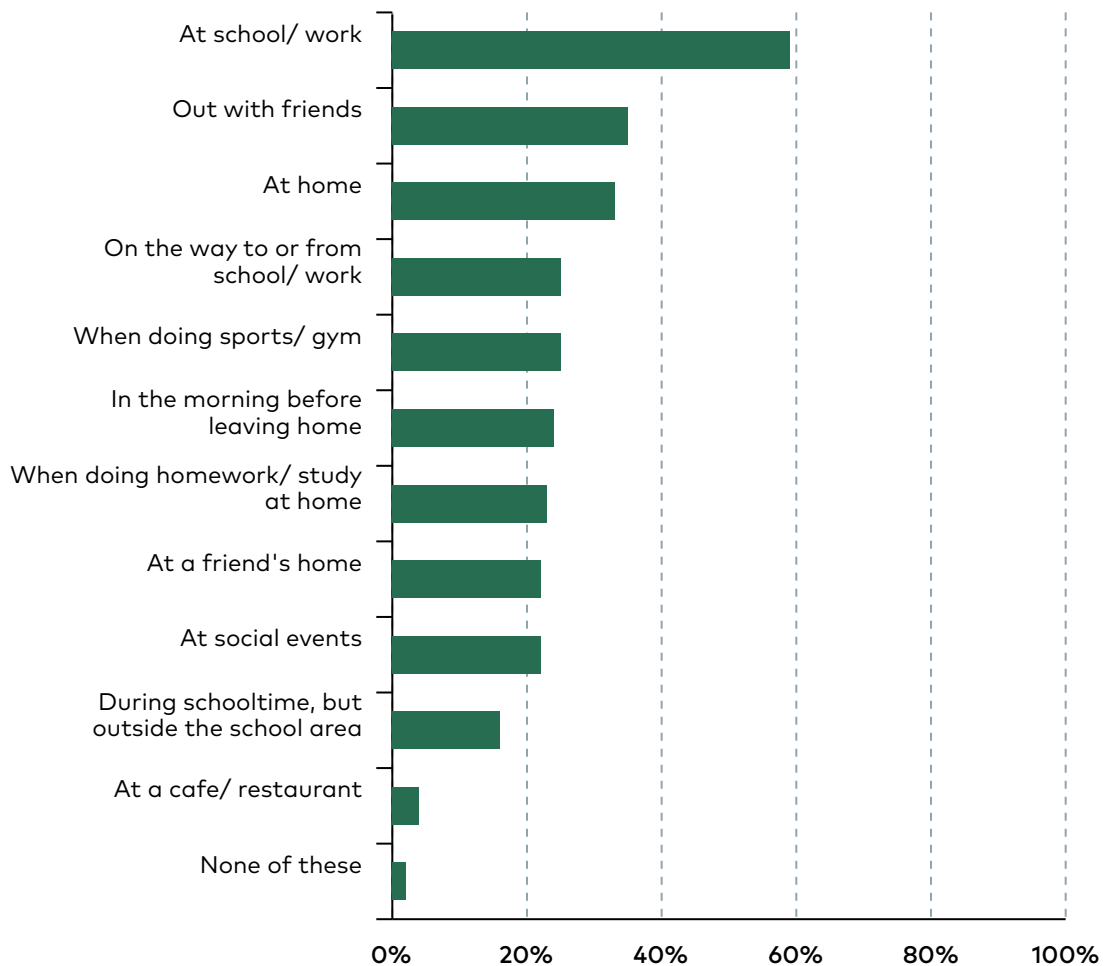
Situations for energy drink consumption

The most common situations where adolescents consume energy drinks are at school or work at 59 percent, out with friends at 35 percent, and at home at 33 percent. Only a few usually drink energy drinks while at a café or restaurant (4 percent).

Girls drink more often in the morning before leaving home and at school or work, while boys do so while doing sports or gym.

Figure 8, In which situations do you usually drink energy drinks? (multiple choice)

Base: Respondents who drink energy drinks.



Swedish adolescents typically drink more often before leaving home, on the way to or at school/work (both in and out of the school area) as well as while doing sports/gym, while Norwegian and Finnish adolescents tend to drink energy drinks at home more often. Danish adolescents drink energy drinks more often at social events, but less so in most other situations.

Table 28, In which situations do you usually drink energy drinks? (by country)

Consumption situations	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
In the morning before leaving home	24%	29%	16%	12%	31%	21%
On the way to or from school/work	25%	32%	20%	17%	25%	16%
At school/work	59%	65%	58%	49%	54%	58%
During schooltime, but outside the school area	16%	20%	14%	19%	11%	12%
When doing homework/ Study at home	23%	24%	22%	20%	22%	11%
At home (like when gaming or scrolling on social media)	33%	30%	37%	27%	39%	31%
At a friend's home	22%	21%	24%	18%	28%	13%
When doing sports/gym (before, during and/or after)	25%	29%	27%	24%	19%	22%
At social events	22%	19%	21%	27%	23%	13%
Out with friends	35%	33%	35%	30%	43%	23%
At a café/restaurant	4%	5%	3%	3%	5%	1%
None of these	2%	2%	2%	3%	1%	2%

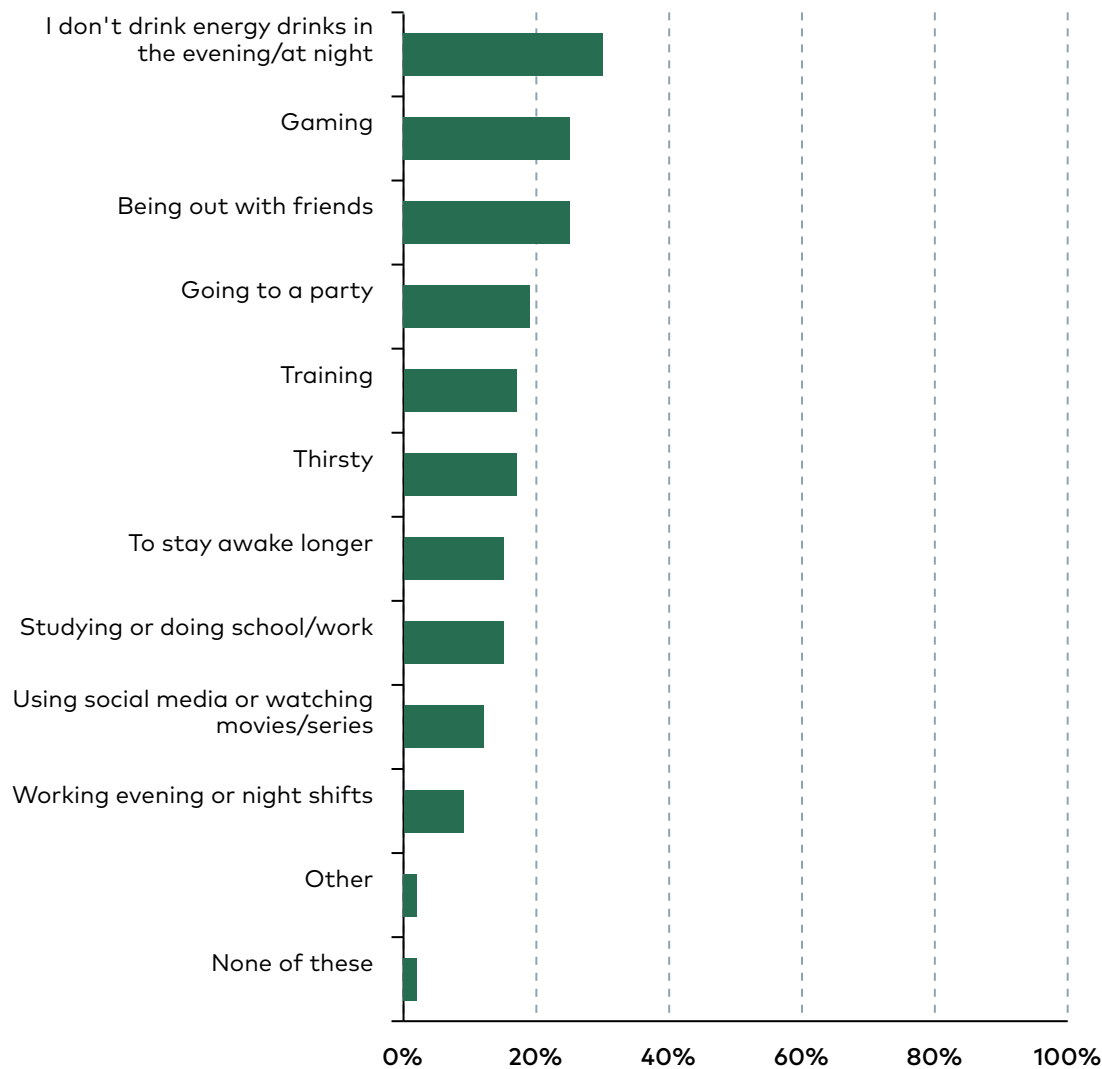
Situations and reasons for evening/night-time consumption

Almost one third of adolescents who drink energy drinks do not consume them in the evening or at night (30 percent). Those who do primarily drink them while gaming or being out with friends, at 25 percent each.

Boys consume energy drinks while gaming at much higher rates, it also varies somewhat by parental education level, with higher rates consuming while gaming among those whose parents have lower education level. Evening and night-time consumption are associated with higher consumption frequency overall.

Figure 9, If you drink energy drinks in the evening or at night, what are usually the situation/reasons for it? (multiple choice)

Base: Respondents who drink energy drinks.



Finnish and Icelandic adolescents don't drink energy drinks in the evening at a higher rate, while Swedish and Norwegian do so more while training.

Table 29, If you drink energy drinks in the evening or at night, what are usually the situations/reasons for it? (by country)

Reasons for consumption	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
I don't drink energy drinks in the evening/ at night	30%	28%	28%	28%	38%	49%
Gaming	25%	24%	27%	24%	26%	7%
Training	17%	21%	21%	15%	10%	2%
Using social media or watching movies/ series	12%	11%	18%	10%	11%	8%
Studying or doing schoolwork	15%	18%	12%	15%	12%	7%
Going to a party	19%	17%	19%	28%	15%	24%
Being out with friends	25%	22%	30%	26%	26%	22%
Working evening or night shifts	9%	9%	10%	10%	9%	10%
To stay awake longer	15%	14%	17%	12%	18%	16%
Thirsty	17%	17%	18%	21%	12%	9%
Other	2%	3%	1%	2%	2%	2%

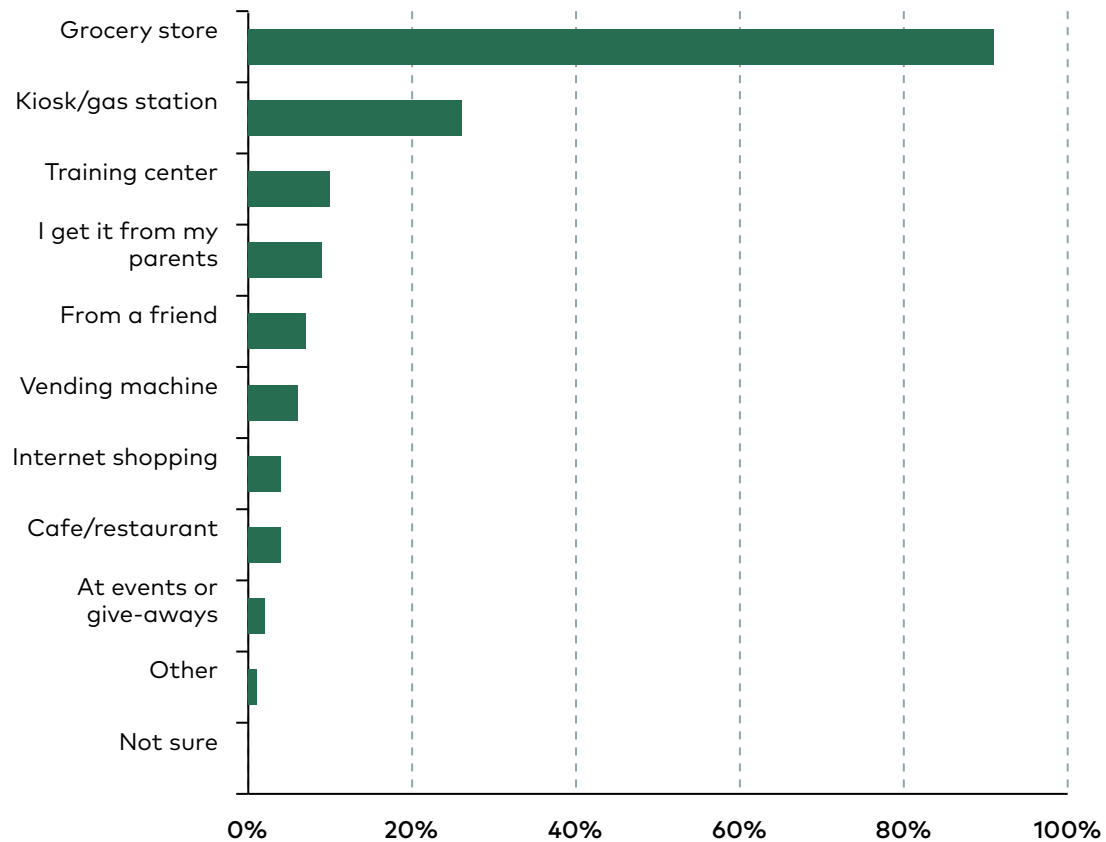
Where energy drinks are usually obtained

By far the most common place where energy drinks are purchased is grocery stores (91 percent). The second most common place is kiosks or gas stations (26 percent).

Those with very high consumption frequency purchase their energy drinks at kiosk/gas stations and training centres at higher rates.

Figure 10, Where do you usually get energy drinks? (multiple choice)

Base: Respondents who drink energy drinks.



Procurement of energy drinks vary somewhat across the Nordic countries. Swedish adolescents report higher purchase rates from kiosks/gas stations, training centres, and cafés/restaurants. Norwegian adolescents more frequently obtain energy drinks from parents and vending machines compared with the overall average. Finnish adolescents show a slightly higher tendency to purchase energy drinks from grocery stores and a lower tendency to obtain them from kiosks/gas stations.

Table 30, Where do you usually get energy drinks? (by country)

Typical sources	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Training centre	10%	15%	7%	9%	3%	0%
Grocery store	91%	91%	88%	92%	95%	90%
Kiosk/gas station	26%	34%	18%	24%	18%	24%
Vending machine	6%	6%	8%	4%	6%	5%
I get it from my parents	9%	8%	11%	7%	8%	20%
From a friend	7%	8%	9%	6%	6%	5%
Internet shopping	4%	5%	3%	3%	4%	2%
Café/restaurant	4%	5%	2%	4%	2%	1%
At events or give-aways	2%	2%	2%	2%	2%	1%
Other	1%	1%	3%	3%	1%	2%
Not sure	0%	0%	0%	0%	0%	0%

Perceived effects and consequences

Negative experiences from consumption

Almost one in three adolescents (30 percent) who consume energy drinks reports having felt unwell or experienced other negative health effects as a result.

Girls report feeling unwell to a larger extent than boys do.

Figure 11, Have you ever felt unwell after drinking energy drinks or experienced other negative health consequences from drinking energy drinks?

Base: Respondents who drink energy drinks.

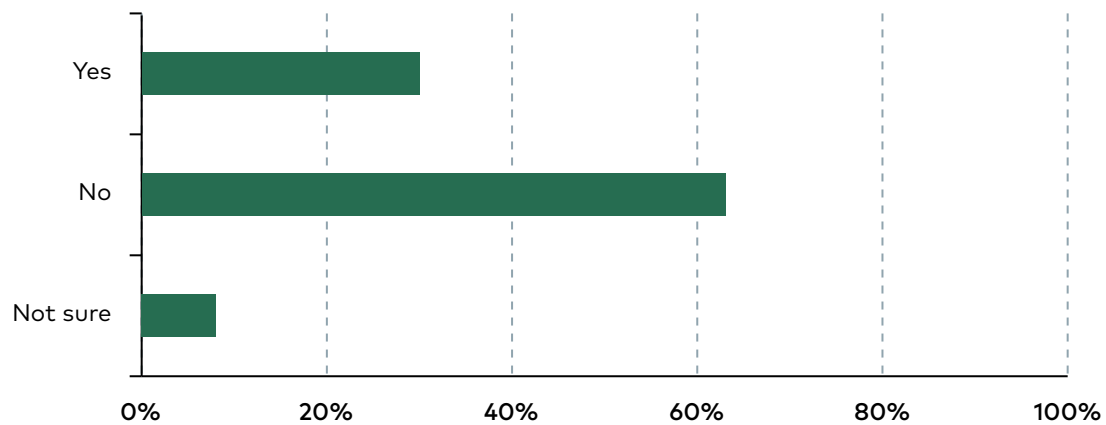
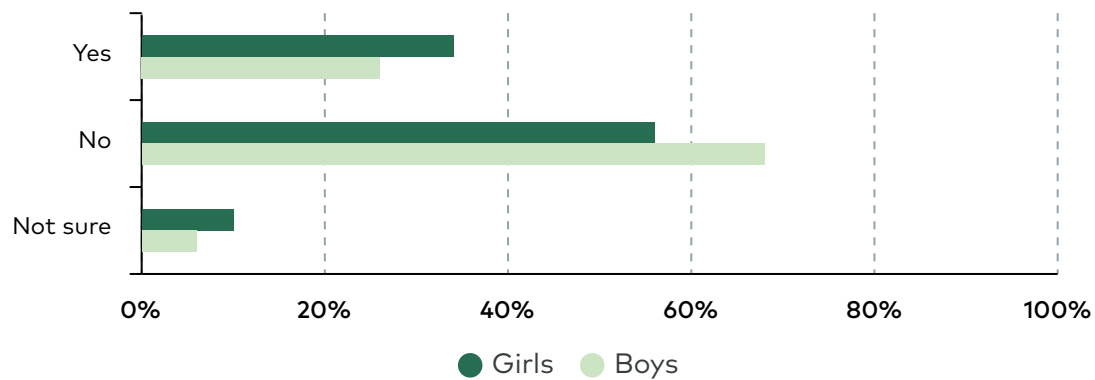


Figure 12, Have you ever felt unwell after drinking energy drinks or experienced other negative health consequences from drinking energy drinks? (by gender)

Base: Respondents who drink energy drinks.



Danish adolescents report a slightly higher percentage of those who have not felt unwell or experienced negative health consequences, but in general there are no significant differences between the countries among adolescents feeling unwell.

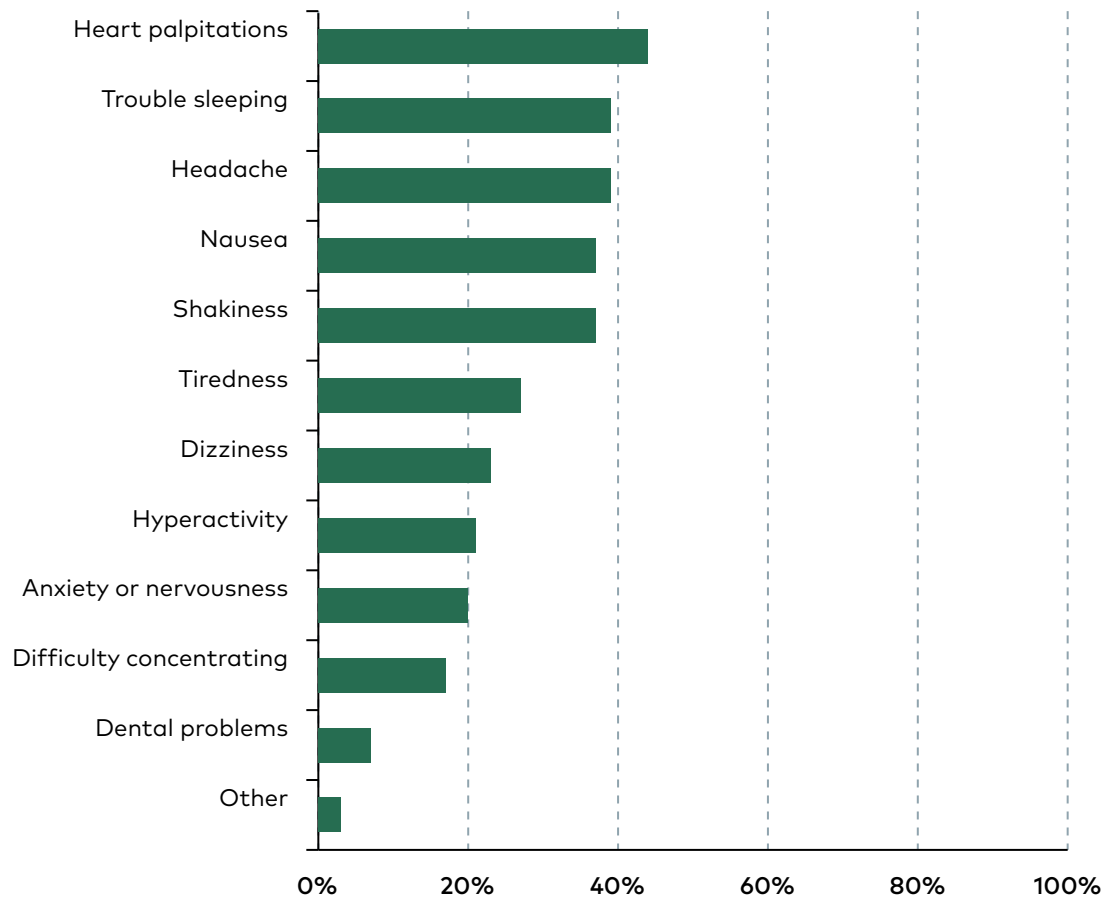
Table 31, Have you ever felt unwell after drinking energy drinks or experienced other negative health consequences from drinking energy drinks? (by country)

Negative effects after drinking energy drinks	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Yes	30%	31%	30%	27%	29%	25%
No	63%	61%	62%	68%	62%	63%
Not sure	8%	8%	8%	5%	9%	12%

Among the adolescents who have experienced adverse health effects, the most common ones are heart palpitations, at 44 percent, trouble sleeping and headache, at 39 percent, and nausea and shakiness, at 37 percent. Dental problems are the least reported negative effect, at only 7 percent.

Figure 13, What have you experienced after drinking energy drinks? (multiple choice)

Base: Respondents who have experienced negative consequences.



The only differences between countries in negative effects experienced are Norwegian adolescents reporting lower rate of anxiety or nervousness (similar percentage found in Danish adolescents, but this is not statistically significant).

Table 32, What have you experienced after drinking energy drinks? (by country)

Negative experiences	Total	SE	NO	DK	FI	IS
Respondents	1 132	417	169	160	370	16
Trouble sleeping	39%	38%	38%	39%	42%	45%
Headache	39%	41%	35%	34%	41%	50%
Nausea	37%	41%	34%	31%	37%	66%
Dizziness	23%	24%	23%	23%	20%	44%
Tiredness	27%	27%	28%	22%	31%	43%
Hyperactivity	21%	20%	17%	26%	24%	31%
Difficulty concentrating	17%	16%	13%	21%	21%	22%
Shakiness	37%	37%	32%	34%	42%	28%
Heart palpitations	44%	47%	43%	40%	42%	56%
Anxiety or nervousness	20%	23%	14%	14%	23%	50%
Dental problems	7%	7%	8%	5%	7%	11%
Other	3%	2%	6%	1%	2%	0%

Discomfort from not drinking energy drinks

Most adolescents who drink energy drinks report that they do not feel any discomfort if they do not consume energy drinks, but about one in seven do (15 percent).

Those that drink energy drinks more frequently say that they have felt discomfort if they do not consume energy drinks more often, while those that have a low or medium consumption report discomfort at lower rates. Girls also report feeling discomfort at higher rates.

Figure 14, Do you feel any discomfort if you do not drink energy drinks?

Base: Respondents who drink energy drinks.

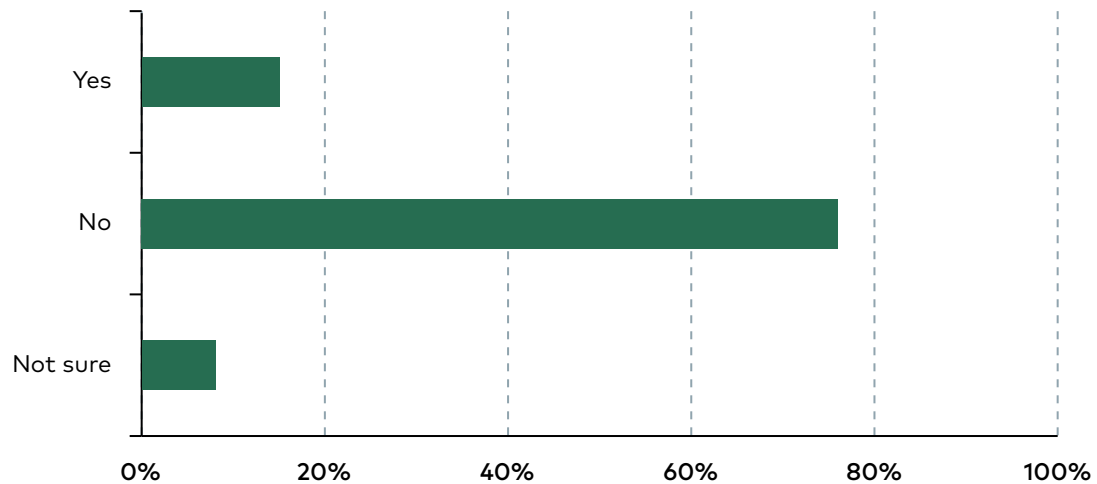
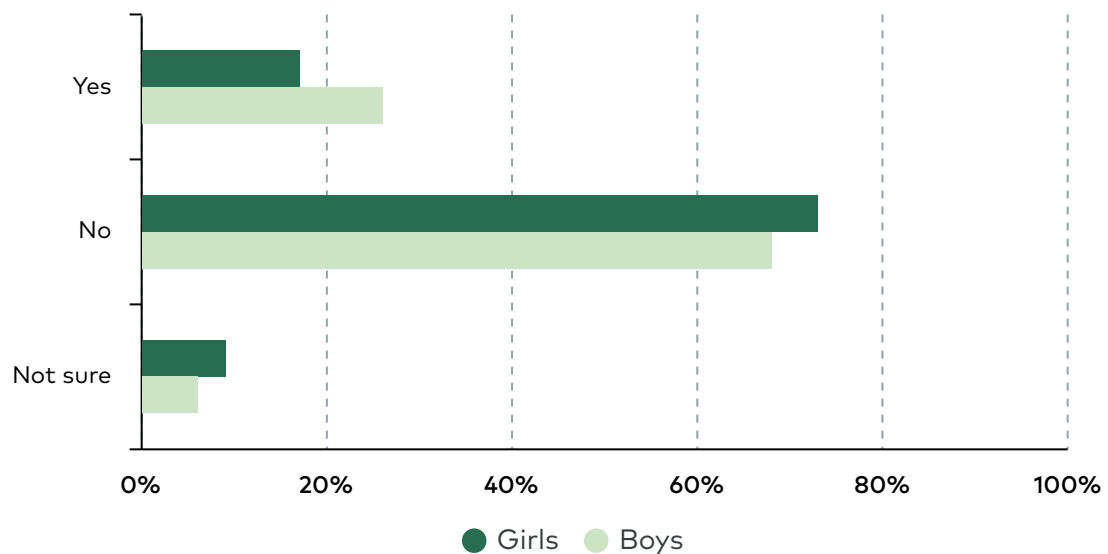


Figure 15, Do you feel any discomfort if you do not drink energy drinks? (by gender)

Base: Respondents who drink energy drinks.



Swedish adolescents report feeling discomfort at a higher rate than average, while Danish feel discomfort at a lower rate. A possible explanation for this is that there are differences in the maximum caffeine levels allowed on different markets.

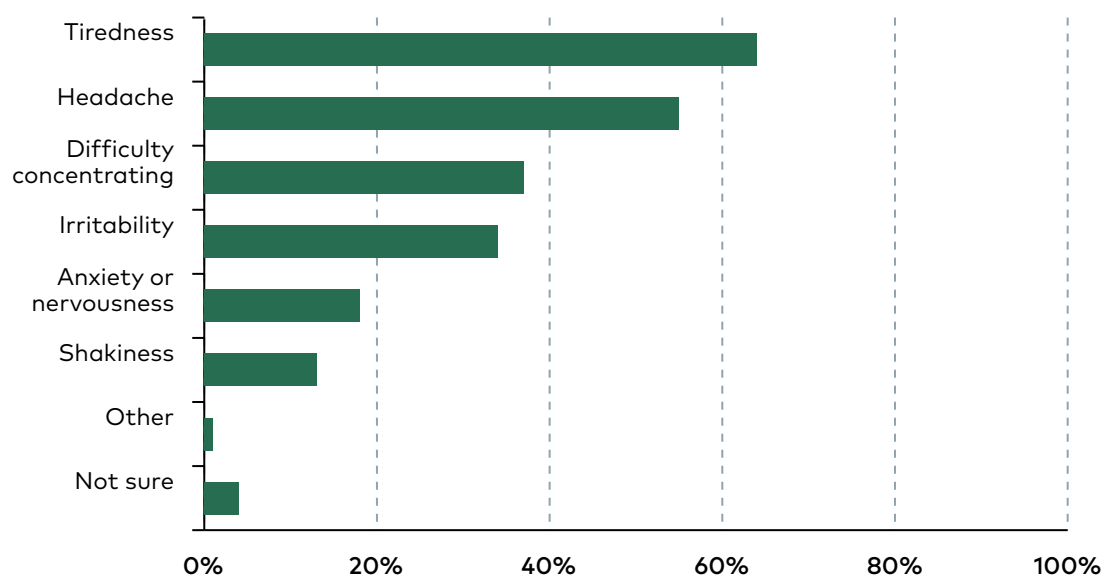
Table 33, Do you feel any discomfort if you do not drink energy drinks? (by country)

Discomfort after not drinking energy drinks	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Yes	15%	19%	13%	10%	15%	11%
No	76%	73%	79%	84%	73%	81%
Not sure	8%	8%	7%	6%	12%	8%

Almost two thirds say they have experienced tiredness (64 percent), and over half have experienced headache (55 percent) when not drinking energy drinks. More than a third report having trouble concentrating, at 37 percent, and irritability, at 34 percent. Those with very high consumption have more problems with tiredness, irritability and anxiety or nervousness when they pause their consumption of energy drinks.

Figure 15, What kind of problems or discomfort have you experienced when not drinking energy drinks? (multiple choice)

Base: Respondents who have experienced problems not drinking.



Danish respondents report less tiredness, while Finnish report higher irritability when they do not drink energy drinks.

Table 34, What kind of problems or discomfort have you experienced when not drinking energy drinks? (by country)

Negative experiences when not drinking energy drinks	Total	SE	NO	DK	FI	IS
Respondents	596	259	81	61	187	8
Headache	55%	53%	56%	47%	63%	10%
Tiredness	64%	61%	73%	50%	69%	87%
Difficulty concentrating	37%	33%	44%	39%	41%	13%
Irritability	34%	30%	30%	34%	50%	13%
Shakiness	13%	12%	18%	17%	8%	0%
Anxiety or nervousness	18%	15%	23%	18%	22%	31%
Other	1%	1%	3%	1%	1%	0%
Not sure	4%	4%	2%	1%	5%	13%

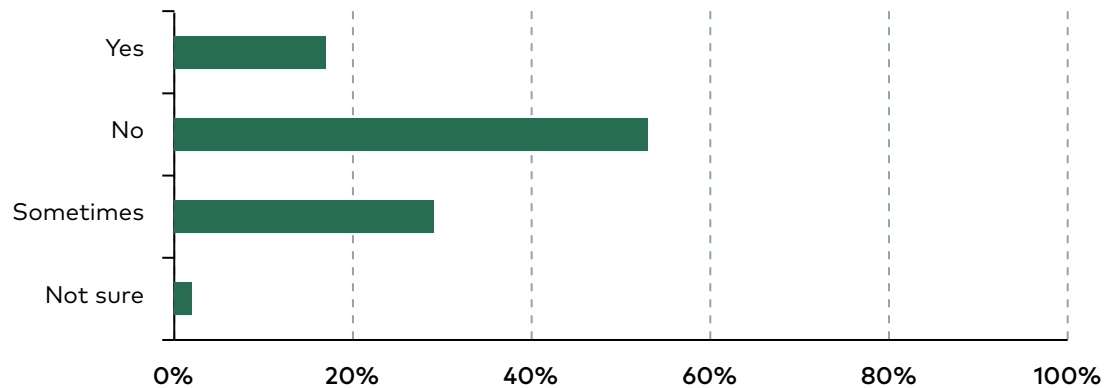
Managing the day without an energy drink

Among respondents who drink energy drinks, about one in six report that they feel like they cannot manage their day without an energy drink, at 17 percent. If you also include those who sometimes feel this way, the share rises to almost half, or 46 percent.

Adolescents with higher consumption frequency say they feel like they can't manage their day without energy drinks at higher rates.

Figure 16, Do you feel like you can't manage your day without an energy drink?

Base: Respondents who drink energy drinks.



Swedish and Danish adolescents report a slightly higher share of those who feel that they can't manage their day without an energy drink, while Finnish report a lower rate. Iceland has the lowest reported rate of all the countries, but the difference is not statistically significant.

Table 35, Do you feel like you can't manage your day without an energy drink? (by country)

Managing without energy drinks	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Yes	17%	19%	14%	20%	12%	9%
No	53%	49%	50%	57%	56%	75%
Sometimes	29%	30%	35%	20%	31%	16%
Not sure	2%	2%	1%	2%	1%	0%

Outlook on future consumption

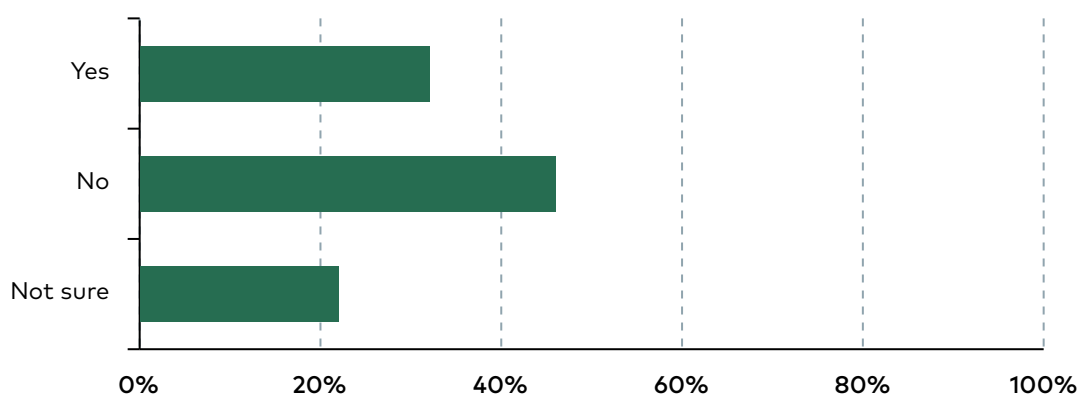
Desire to reduce energy drink consumption

Almost one in three adolescents who drink energy drinks say they would like to drink less energy drinks, at 32 percent, while almost half say they do not, at 46 percent. About one in five are not sure (22 percent).

Older adolescents (18 and 19 years old), girls and those with higher energy drink consumption frequency wants to drink less energy drinks at a higher rate.

Figure 17, Would you like to drink less energy drinks?

Base: Respondents who drink energy drinks.



Sweden has a slightly higher rate of adolescents who says they want to drink less, while Denmark has the lowest rate of all countries.

Table 36, Would you like to drink less energy drinks? (by country)

Wanting to drink less energy drinks	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
Yes	32%	35%	34%	25%	29%	27%
No	46%	42%	47%	52%	49%	45%
Not sure	22%	22%	20%	23%	23%	28%

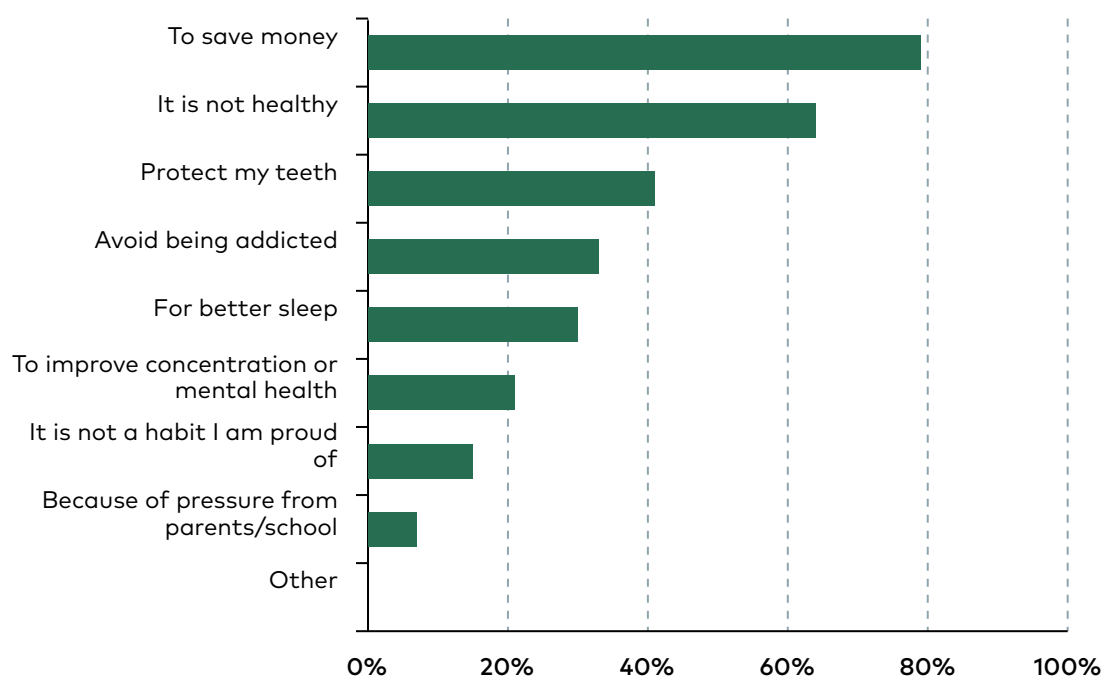
Reasons to reduce consumption

Almost four out of five adolescents who say they want to drink less energy drinks say it is to save money, at 79 percent. The second most common reason is that it is not healthy for them, at 64 percent, and the third is to protect their teeth, at 41 percent.

Health is given as a reason for wanting to drink less energy drinks more often by girls than boys.

Figure 18, Why do you want to drink less energy drinks? (multiple choice)

Base: Respondents who want to drink less energy drinks.



Swedish adolescents want to save money at a higher rate, and they are less concerned with protecting their teeth and becoming addicted. Meanwhile, their Danish counterparts are primarily concerned with that it's not healthy, and less so about it being too expensive. Norwegian adolescents have higher rates than average for all reasons, except to save money and because of pressure from parents or school.

Table 37, Why do you want to drink less energy drinks? (by country)

Reason to stop consuming	Total	SE	NO	DK	FI	IS
Respondents	1 221	478	192	156	376	19
To save money	79%	85%	77%	58%	84%	46%
It is not healthy	64%	61%	74%	78%	54%	60%
Protect my teeth	41%	35%	54%	35%	46%	23%
For better sleep	30%	26%	40%	27%	31%	19%
Avoid being addicted	33%	26%	41%	32%	39%	39%
To improve concentration or mental health	21%	18%	27%	21%	23%	6%
Because of pressure from parents/ school	7%	8%	5%	6%	6%	19%
It is not a habit I am proud of	15%	10%	22%	18%	19%	23%
Other	0%	0%	1%	0%	0%	7%

Barriers to reducing consumption

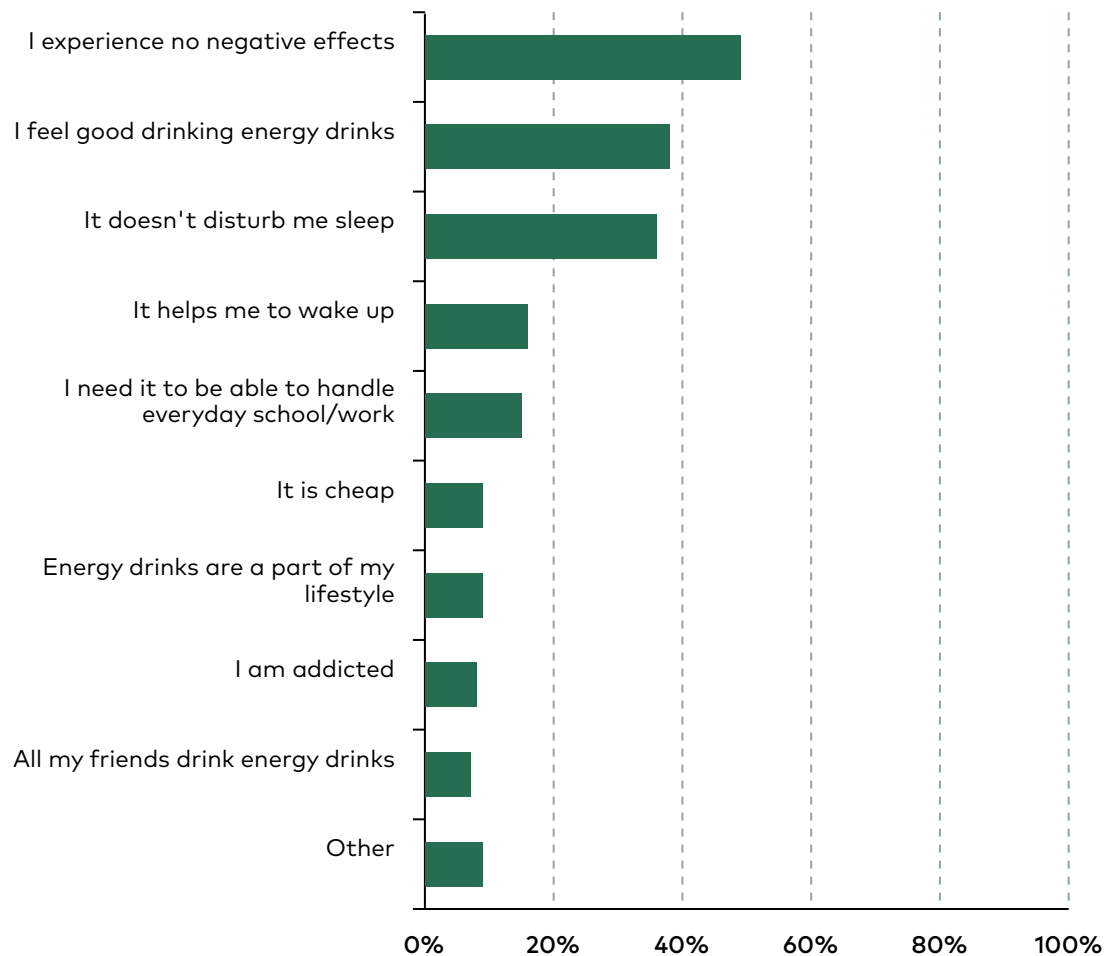
Reasons for not wanting to stop or reduce the consumption of energy drinks are mostly related to one's own experiences, such as not having experienced any negative effects, at 49 percent, and that it feels good to drink energy drinks, at 38 percent. More than one third also say it does not affect their sleep, at 36 percent.

Adolescents with higher consumption frequency experience no negative effects at much lower rates, while feeling good drinking energy drinks, being addicted, helps

to wake up, needing it to handle everyday school/work and it being a part of their lifestyle are given as reasons at higher consumption frequency more often.

Figure 19, Why do you not want to drink less energy drinks? (multiple choice)

Base: Respondents who do not want to drink less energy drinks.



Swedish adolescents don't want to give up drinking energy drinks because it feels good drinking them, they need it to be able to handle everyday school/work and say they are addicted at higher rates than average. Finnish adolescents say it doesn't disturb their sleep at a higher rate. Norwegians says it helps them to wake up, while Danish adolescents have almost double the percentage saying that it is cheap to buy as a reason not to quit.

Table 38, Why do you not want to drink less energy drinks? (by country)

Barriers to stop	Total	SE	NO	DK	FI	IS
Respondents	1 685	541	228	305	582	9
I feel good drinking energy drinks	38%	46%	41%	20%	38%	28%
All my friends drink energy drinks	7%	7%	6%	6%	8%	7%
I am addicted	8%	11%	7%	5%	7%	0%
It helps me to wake up	16%	17%	22%	10%	16%	11%
I need it to be able to handle everyday school/ work	15%	20%	14%	12%	11%	3%
It doesn't disturb my sleep	36%	31%	33%	34%	49%	34%
I experience no negative effects	49%	46%	54%	52%	49%	54%
It is cheap	9%	8%	6%	17%	6%	10%
Energy drinks are a part of my lifestyle	9%	10%	8%	9%	9%	11%
Other	9%	5%	10%	14%	9%	22%

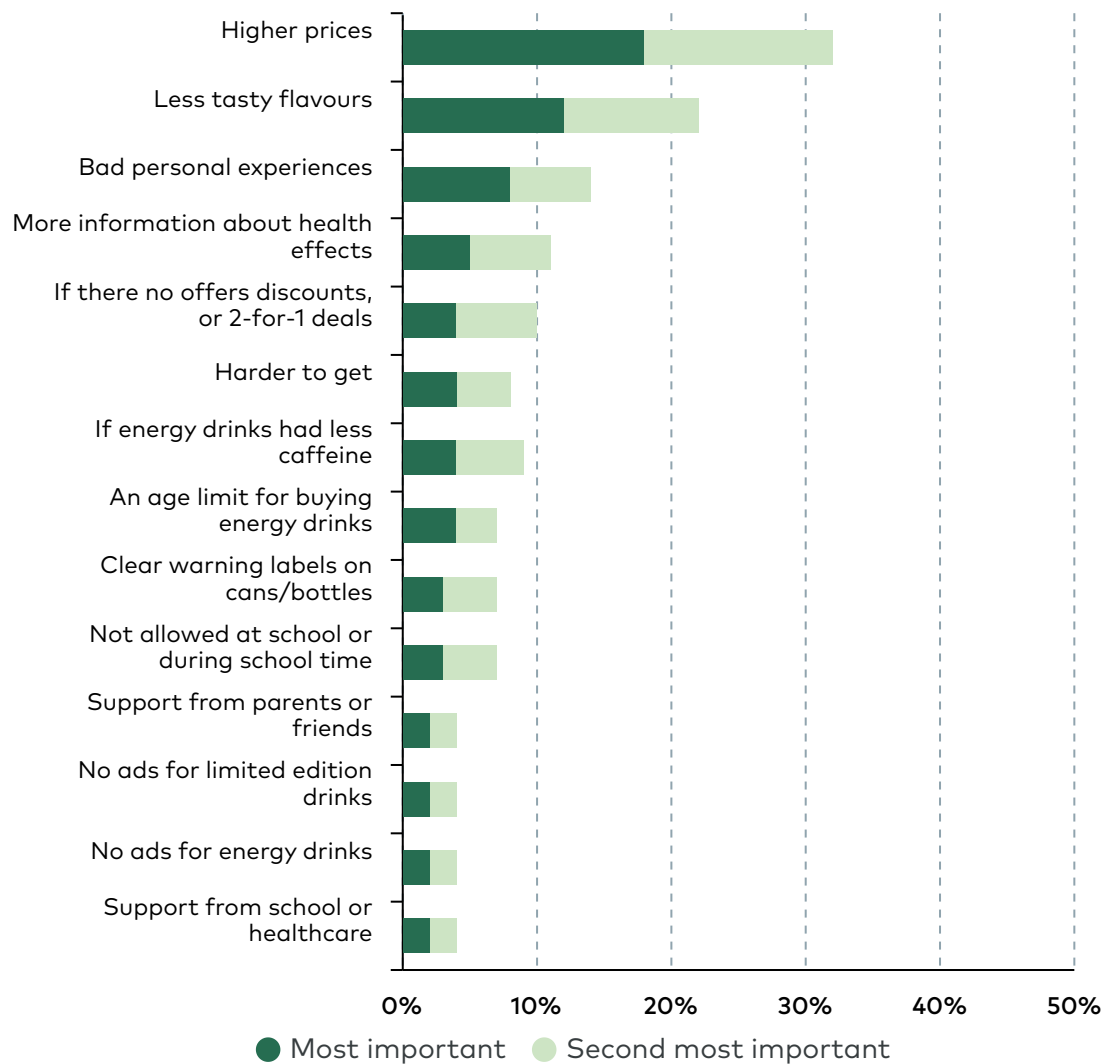
Measures to reduce or stop consumption

According to the adolescents themselves, the most important measure for reducing or stopping energy drink consumption is undoubtedly higher prices. 18 percent say this is the most important measure, and 41 percent mention it in total, either as the most important, the second most important, or the third most important. The second most given measure is less tasty flavours, with 12 percent saying it is the most important measure and 31 percent mentioning it in total.

While having bad experiences and having more information about the health effects receive a total of 19 percent and 17 percent mentions, they are still far behind. Support from parents and friends, not allowing ads, at 7 percent, or support from school or healthcare, at 5 percent, are not seen as particularly viable measures for reducing or stopping energy drink consumption.

Figure 20, What could make you reduce or stop drinking energy drinks? (multiple choice)

Base: Respondents who drink energy drinks.



In Sweden, a lower share of adolescents than elsewhere believe that higher prices or less tasty flavours would reduce or stop their energy drink consumption. In Norway, adolescents report less often than average that less tasty flavours would lead them to reduce or stop drinking energy drinks. In Denmark, less tasty flavours are cited at higher rates than in the other countries as a reason. In Finland, a higher percentage of adolescents believe that higher prices and bad personal experiences

could make them reduce or stop drinking energy drinks. For Iceland, there are no significant differences compared with adolescents in the other countries, which may be due to the low number of respondents.

Table 39, What could make you reduce or stop drinking energy drinks? (by country)

Reducing consumption	Total	SE	NO	DK	FI	IS
Respondents	3 697	1 286	525	586	1 234	66
More information about health effects	17%	14%	25%	17%	15%	11%
An age limit for buying energy drinks	11%	7%	15%	16%	12%	10%
No ads for energy drinks	7%	5%	6%	9%	8%	4%
No ads for limited edition drinks	7%	6%	7%	5%	10%	7%
Clear warning labels on cans/bottles	12%	10%	13%	11%	13%	4%
If energy drinks had less caffeine (stricter rules)	12%	12%	13%	11%	13%	5%
Higher prices	41%	35%	37%	44%	52%	20%
If there were no offers, discounts, or 2-for-1 deals	16%	14%	18%	16%	19%	4%
Less tasty flavours	31%	26%	27%	41%	39%	19%
Harder to get (not sold at school or vending machines)	14%	11%	15%	15%	16%	8%
Not allowed at school or during school time	11%	8%	14%	13%	10%	6%
Support from school or healthcare	5%	5%	6%	4%	7%	1%
Support from parents or friends	7%	7%	7%	8%	5%	3%

Bad personal experiences	19%	15%	22%	18%	26%	12%
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About this publication

Energy drink and caffeine consumption among Nordic adolescents

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