

SWOT Analysis

Client: Celsius Holdings, Inc.



Strengths	Weaknesses
<ul style="list-style-type: none">● Established brand recognition as a premium clean-label energy drink in the health space● Zero sugar, no preservatives, and functional ingredients aligned with consumer health preferences● Acquisition of Alani Nu expands appeal to female and lifestyle-driven audiences● Partnerships in the sports industry help strengthen brand recognition among sports communities● Flexible application of digital marketing strategies	<ul style="list-style-type: none">● High caffeine content may raise health concerns for wellness-focused consumers● Lower brand awareness compared to legacy competitors such as Red Bull or Monster● Relatively low presence in traditional media channels● High reliance on the North American market limits global exposure and diversified audience reach
Opportunities	Threats
<ul style="list-style-type: none">● Growing public health awareness about sugary drink risks	<ul style="list-style-type: none">● Strong global presence and brand equity of competitors such as Red Bull and Monster

<ul style="list-style-type: none"> ● Gen Z's rising interest in clean energy and ingredients ● Rising social media use among Gen Z offers an ideal channel for targeted, peer-driven messaging ● Potential growth in the functional beverage market 	<ul style="list-style-type: none"> ● Potential skepticism or regulatory pressure over health-related claims ● Rising saturation in the functional beverage category increases competitive pressure ● Economic uncertainty may affect consumer spending behavior
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Note: This SWOT analysis is based on public health data (WHO, CDC), market trends (Intel), and Celsius's own corporate reports to identify communication strengths and challenges.