



Celsius is on a mission to help more people **Live Fit** by powering their days with products made with real ingredients, natural fruit flavors, and proven health benefits.

5 Core Product Lines



6 countries added in 2024.



No Sugar
No added sugar or artificial flavors ever.



Natural Ingredients
All Celsius Products are made using real foods like green tea, ginger root, and guarana seed.

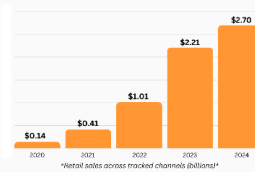


Better Results
Proven to accelerate metabolism, burn fat, and enhance workouts.

Driving Industry Growth
Celsius Contributed **30%** to overall growth in the energy drink market in 2024 (YoY).

\$2.7 billion
U.S. retail sales in 2024.

1,828% increase in sales revenue
(2020-2024)



#1 Fastest Growing Brand
in U.S. RTD energy category.

#3 Energy Drink in the U.S.
by market share.