

Company: Celsius Holdings, Inc	Ticker: CELH	Price: \$59.25	Industry: Beverages – Non Alcoholic	
Target Price: \$70	TTM P/E: 155.00x	Beta (5Y): 0.41	Market Cap: 15.27B	
Stop Loss: \$50	Forward P/E: 39.84x	Credit Rating: BB-	Avg. Volume (3M): 5.83M	
52 Week H/L: \$66.74/\$21.10	EPS (LTM): \$0.38		Div. Yield: N/A	

Company Background:

Celsius is a leading producer and distributor of functional energy drinks focused on health and performance. The company sells across major retail channels in the U.S. and is rapidly expanding internationally through its partnership with PepsiCo. Revenue is primarily generated from its core energy drink segment (~95%), with international sales (~4%) and licensing and other revenue (~1%) contributing modestly. Celsius targets health-conscious consumers seeking a clean, zero-sugar alternative to traditional energy drinks. The company leverages its strong brand positioning, influencer marketing, and data-driven distribution strategy to drive growth. Celsius’s asset-light model, expanding global presence, and disciplined reinvestment in brand awareness continue to support robust free cash flow generation and shareholder value.

Industry Outlook:

The market for functional and energy-drinks is enjoying strong tailwinds. Globally, the functional beverages market is projected to grow at roughly a 6.4-8.6% CAGR through the late 2020s and early 2030s. In the U.S., the energy drink segment alone is expected to expand at around a 7.2% CAGR from 2024 to 2030. The growth is being driven by heightened health consciousness, demand for clean-label and sugar-free beverages, expansion of retail & online distribution, and increasing penetration in emerging markets. Consequently, Celsius Holdings, Inc. is well positioned to benefit from these secular trends, particularly as it scales internationally, leverages its health-driven positioning, and exploits its data-enabled, omnichannel distribution footprint.

Competitive Analysis:

Key competitors in the energy drink industry include Monster Beverage, Red Bull, and Alani Nu. While Monster and Red Bull remain dominant players with global reach and large marketing budgets, both have launched zero-sugar products to compete in the growing health-conscious segment. However, Celsius has been a first mover in the “better-for-you” energy drink category, focusing on clean ingredients, no artificial additives, and functional benefits like metabolism support, appealing strongly to fitness-oriented and female consumers. In 2024, Celsius further expanded its presence in this space by acquiring Alani Nu, a leading brand in women-focused energy and wellness products. This acquisition broadens Celsius’s reach into the rapidly growing female consumer market and complements its existing product portfolio.

Investment Thesis:

The company’s health-oriented focus, strong brand equity, and effective influencer-driven marketing have created a durable competitive moat against traditional peers like Monster and Red Bull. International sales currently make up a small portion of revenue, but Celsius is poised to benefit significantly from its expanded distribution partnership with PepsiCo both domestically and internationally. The enhanced agreement not only shifts Alani Nu’s North American distribution to Pepsi by 2025 but also grants Celsius full control over Pepsi’s energy drink distribution network, effectively phasing out Rockstar and reallocating premium shelf space to Celsius and Alani.

Investment Risks:

- Acquisition Risk: The Alani Nu acquisition introduces integration risk as Celsius combines operations and brand strategies.
- International Expansion: Consumer demand may be underwhelming internationally, hindering Celsius’s growth.
- Valuation: Celsius currently trades at a premium relative to peers like Monster and Red Bull, reflecting high growth expectations. Any slowdown in revenue or margin expansion could trigger meaningful valuation compression.

Stock Performance – 5yr:



ESG:

### Celsius Holdings, Inc. ESG Score

The S&P Global ESG Score cannot be compared across industries. It measures a company's sustainability performance relative to peers within the same industry classification. [Learn more](#)

Company	Industry	CSA Score	ESG Score	Score Under Review	Last Updated
Celsius Holdings, Inc.	BVG Beverages	6	11	NO	July 18, 2025

This company's ESG Score is based on publicly available information and modeling approaches and is not based on the company's active participation in the S&P Global Corporate Sustainability Assessment (CSA).

Valuation:

Valuation		Equity value per share	
	Perpetuity	EBITDA	Long term growth rate (g):
Enterprise value	17,761,947	17,702,377	70.10 3.0% 3.5% 4.0% 4.5% 5.0%
Net debt	284,345	284,345	8.0% 43.87 47.90 52.95 59.43 68.08
Equity value	17,477,602	17,418,031	7.5% 48.59 53.71 60.29 69.07 81.36
Shares outstanding	249,333	249,333	7.0% 54.48 61.17 70.08 82.56 101.28
Equity value per share	\$70.10	\$69.86	6.5% 62.06 71.11 83.79 102.80 134.48
			6.0% 72.16 85.04 104.35 136.53 200.89
Year 1 Multiples		Equity value per share	
	Perpetuity	EBITDA	Exit EBITDA Multiple
EV / Revenue	7.2x	7.2x	\$69.86 39.0x 39.5x 40.0x 40.5x 41.0x
EV / EBITDA	61.8x	61.6x	8.0% 65.85 68.58 67.30 68.03 68.75
EV / EBIT	63.0x	62.7x	7.5% 67.08 67.82 68.56 69.30 70.04
			7.0% 68.35 69.10 69.86 70.61 71.37
			6.5% 69.64 70.41 71.18 71.95 72.72
			6.0% 70.97 71.75 72.54 73.33 74.11