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Red Bull for grandma? Energy drinks to target seniors

The energy drink market will experience a significant change in 2012, with beverage makers shifting their focus away from younger demographics to senior citizens, and consumers seeking out natural sources of liquid energy over sugar-loaded, canned beverages, predicts a consumer research institute.

Traditionally marketed towards younger consumers, the energy drink market will slowly wake up to the fact that it has been neglecting an even bigger consumer market in the over-60, retired crowd and become increasingly popular among seniors, predicts The Values Institute at DGWB in California.