



News Release

Celsius Expands Its International Leadership and Celebrates a Year of Growth

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Two years into its current international growth campaign, Celsius Holdings, Inc. (Nasdaq: CELH) continues to carry momentum — expanding into new markets, earning accolades from retail and industry partners, and strengthening its leadership team to support this area of growth for CELSIUS[®], the premium, functional energy drink brand for active lifestyles.

Building on a Strong European Foundation

Celsius Holdings' international expansion builds upon an established base in the Nordics, where CELSIUS is now the number four energy drink brand[1]. In Sweden, where CELSIUS holds a 13.5% share of the category[2], the company has been nominated as "Supplier of the Year" by 7-Eleven and Circle K for its excellence in partnership and execution. In neighboring Finland, CELSIUS was the first energy drink brand to take part in a national TV advertising campaign with KESKO, the nation's biggest retail chain.

Florida Panthers NHL team captain Aleksander Barkov, a native of Finland, appears in a national TV spot for Finnish retailer KESKO

From this Nordic foundation, Celsius has strategically extended its reach into Canada through partnership with PepsiCo as well as Australia, Belgium, France, Ireland, Luxembourg, the Netherlands, New Zealand, and the United Kingdom through local partnerships with Suntory Beverage & Food in Europe and Oceania — marking a strong chapter in the company's global growth story.

Twelve Months of Achievements

Each market has delivered meaningful milestones in 2025. In Canada, fueled by the creation of cultural connections with consumers around motorsport and MLS sponsorships, as well as the brand's "LIVE.FIT.GO." campaign, CELSIUS has grown to become the country's number four energy drink brand[3].

In Australia and New Zealand, CELSIUS was named "New Beverage of the Year" by both The Distributor Group and BP New Zealand, recognizing its innovation, speed-to-market execution, and impact on the overall growth of the energy drink category.

Celsius CEO John Fieldly with a product sampling team on the streets of Paris, France, June 2025.

In France, CELSIUS has grown rapidly, now reaching 88% of grocery shoppers[4] through listings with the country's largest retailers — Carrefour, E.Leclerc, Intermarché, U, Auchan, Franprix, and Monoprix — and recently earning a spot in acclaimed trade publication Rayon Boissons' "Top 10 Best Launches of 2025."

In Belgium and Luxembourg, CELSIUS has expanded nationally through Delhaize and Intermarché, reaching roughly half of the open market within six months and solidifying the brand's presence across the region. In the Netherlands, the brand's newest market, CELSIUS is now available through the country's largest supermarket chain, Albert Heijn.

Across the UK and Ireland, CELSIUS has brought its iconic LIVE FIT™ mantra to life through culturally relevant experiences that merge fitness and lifestyle. From its "Get Race Day Ready" motorsport activation for Morrisons shoppers in Milton Keynes to the CELSIUS Airstream festival tour and CELSIUS VIBE Run Club with Irish Olympic sprinter Rhasidat Adeleke, the brand has connected with consumers where they live, work, and play.

A miniature race car zooms around a competitive CELSIUS in-store display at Morrisons in Milton Keynes, UK, October 2025.

Expanding Leadership for the Next Phase

To guide this expanding global footprint, Celsius has appointed Garrett Quigley as President – Celsius International effective Nov. 3, 2025. Based at the company's international hub in Dublin, Ireland, Quigley brings more than 25 years of experience from PepsiCo, where he led multiple European markets.

Garrett Quigley, President - Celsius International

In his new role, Quigley will oversee Celsius' international operations — uniting commercial, marketing, and executional excellence with a goal to deliver consistent, impactful growth and empower local teams to build lasting success.

“Garrett brings an incredible depth of international experience and a proven track record of building high-performing teams,” said Eric Hanson, President and Chief Operating Officer of Celsius Holdings. “His arrival reflects the strength of the foundation we’ve built and the scale of the opportunities ahead.”

Fueling a Global Movement

From London to Sydney, Toronto to Auckland, CELSIUS is connecting with a new generation of consumers who are redefining what energy means to them. The brand's success across continents is powered by the same ethos that made it a phenomenon in the United States: functional ingredients, fruit-forward flavors, and a community built around fitness, health and wellness, and achieving goals.

As Celsius looks ahead, its expanding reach, local partnerships, and strengthened leadership team position the company to keep powering the modern energy revolution and supporting consumers' shift toward healthier living and active lifestyles.

[1] Analyysiverstas (S-Group, Kesko) Energy - Celsius End 9.2025; NielsenIQ Discover G+SVH Energy Drinks L52W ended 28/09/25

[2] NielsenIQ Discover G+SVH Energy Drinks L4W ended 3/16/25

[3] NielsenIQ, Total Market, L52W ended 9/6/25

[4] Kantar retailer SoM + evol vs Y-1 – Full coverage on P9 2024