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Corporate Media Analysis Report: Celsius Holdings (CELH) Q4 FY24

Q4 FY24 EARNINGS REPORT

Published on February 20, 2025, the Celsius Holdings Q4 FY24 earnings report highlighted both international growth and domestic market challenges throughout Q4 and the totality of FY24. A major financial takeaway includes Q4 revenue of \$332.2M, a 4.4% decline from Q4 FY23 that is attributed to higher domestic allowances from various distribution programs (Celsius Holdings, 2025). Promising performance in Q4 was found in international sales, where Celsius Holdings reported a 39% sales increase in established EMEA markets. This growth was attributed to a recent market expansion launch across the UK and Ireland, France, Australia and New Zealand. Other financial gains reported in Q4 were seen in a gross profit margin increase by 47.8% spurred by lower outbound freight and materials.

Chairman and CEO John Fieldly held an optimistic tone in his Q4 earnings report statement, spotlighting the major strides Celsius Holdings has accomplished in the energy beverage market. To secure investor trust despite a Q4 revenue slump, Fieldly directed to Celsius' significant impact on the energy beverage industry, contributing to 30% of all category growth. Other strategic messaging by Fieldly includes a 37% expansion in points of distribution and an 11.8% increase in category share (Celsius Holdings, 2025). The objective of Fieldly's statement was to illustrate Celsius Holdings as a brand that will continue to grow momentum as it expands into critical international market expansions and increases market share through strategic investments.

Q4 BUSINESS MEDIA SENTIMENT

POSITIVE

“CELH Stock Slumps 70% in a Year: Should You Sell or Hold Positions?”, Zacks Investment Research

The sentiment in this article is cautiously positive as the analyst assesses the challenges and opportunities Celsius Holdings is faced with as it enters Q1 FY25. The article first begins on a negative tone while discussing the underperformance of Celsius' Q4 EPS, shrinking by 18%, along with the energy beverage industry's contraction in growth over FY24 (Bagree, 2025). However, the analyst illustrates these challenges as short-term pains, highlighting that Celsius Holdings is positioned for significant future fiscal growth produced by product innovation, consumer preference alignment and a growing e-commerce presence. Ultimately, this article narrates a positive future for Celsius Holdings and assures its audience that future yields will overshadow the brand's temporary challenges.

“Celsius Holdings Makes a Major Move in Energy Drinks: Should You Buy the Stock Down 68% From All-Time Highs?”, The Motley Fool

This article positions Celsius Holdings as a brand that is set to grow exponentially in the future despite its previous fiscal tumble. The analyst conveys this optimistic outlook by expanding on the significance of Celsius Holdings' strategic investments made in Q4 FY24, including the acquisition of competitor Alani Nu, international market expansion and the surging demand for sugar-free energy beverages (Schafer, 2025). Lastly, analyst Brett Schafer supports his optimism to investors by rating the stock as a buy, stating that the stock “is an affordable price for the leader disruptor in the energy drink category” and could return exponential yields if it sustains its current growth.

“Celsius (CELH) Q4 Earnings: How Key Metrics Compare to Wall Street Estimates”, Zacks Equity Research

This article represents a comparative perspective on Celsius Holdings against the predictions of Wall Street analysts, illustrating how Celsius Holdings has managed to outperform analysts' expectations in Q4 FY24 through sustaining growth in a shrinking industry (Zacks Equity Research, 2025). Highlighting the 1.88% growth in revenue that surpassed Wall Street estimates along with similar outperformances in various global markets, the publication injects optimism in investors and other stakeholders of Celsius Holdings.

“Why Celsius Holdings Stock Popped This Week”, The Motley Fool

As Celsius Holdings enters Q1 FY25, its stock saw a jump in valuation caused by minority stake owner PepsiCo's acquisition of prebiotic soda brand Poppi. The analyst illustrates how this industry news has a positive indirect impact on Celsius Holdings because it means that the healthy beverage market has caught the attention of large conglomerates, signaling confidence in the market's future growth (Bowman, 2025). While new sugar-free energy competition from rivals Red Bull and Monster has emerged, the analyst conveys confidence in Celsius Holdings' future stock value growth.

“Top Analysts Eye 23% Upside for Celsius Stock (CELH) Via \$1.8B Energy Drink Power Play”, TipRanks Financial

In his analysis of Celsius Holdings' recent acquisition of Alani Nu, analyst Nikolaos Sismanis vouches for the brand's potential surge in stock value from this strategic investment. Sismanis stokes away skeptics by elaborating on the massive impact Alani Nu's acquisition will have on Celsius Holding's market share, highlighting Alani Nu's 78% growth in 2024 and status as a Gen Z favorite (Sismanis, 2025). Sismanis catalyzes his confidence in Celsius Holdings'

future performance by proclaiming his position as “stoutly bullish”, signaling that the brand “is on course to turn its steep slump into a growth story”.

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