

Red Bull GmbH in Soft Drinks

July 2024

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Executive summary

Red Bull has the highest historic value sales CAGR across the top soft drinks companies

North America accounts for slightly less than half of Red Bull's global value sales

Red Bull's dominance in an increasingly competitive category

Sources of Red Bull's growth

New global partnerships enhanced Red Bull's capacity in the last few years

Sustainability is one of Red Bull's priorities

Emerging markets to present future growth opportunities for Red Bull

Low sugar drives growth in North America while regular boosts value sales in other regions

Asia Pacific and Latin America are the regions to drive volume growth

Potentially increasing demand for energy drinks in the Middle East and Africa

Red Bull to maintain its position despite increasing threat from Monster

Coca-Cola and PepsiCo are the absolute leaders in soft drinks

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Red Bull's regular variant placed among the top soft drinks brands in most major markets

North America remains Red Bull's main region

Reduced sugar energy drinks with relatively low penetration across most countries

After the US, Brazil stands as the major market in terms of value expansion

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The impact of Red Bull's premium pricing and positioning on volume

The importance of flavours and the switch from limited editions to permanent ones

As Red Bull expands, so do the sports it focuses on

Key findings

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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