

YOUR PROFIT ROCKETS.



STOCK UP NOW

LATE NIGHT

ENERGISE YOUR SALES

Sports and Energy is the
**FASTEST-GROWING
SOFT DRINKS
CATEGORY**
in the UK¹



Red Bull is the
**BEST SELLING
ENERGY DRINK
IN THE UK**

with 5 cans being sold every
second & 1 Red Bull Sugarfree
every second too²

22%



Outlets stocking both **Energy
Drink** and **Sugarfree** see a
22% INCREASE IN SALES³



Tiredness is the UK's
**#1 day-to-day health
concern**⁴

RED BULL IS THE #1 CHOICE



NO.1



RED BULL IS THE NUMBER 1 SPORTS AND ENERGY
BRAND IN **LATE NIGHT VENUES**⁵

3/4



OF PARTY-GOERS HAVE HAD A RED BULL
IN THE PAST **12 MONTHS**⁶



THE **MAJORITY** OF CONSUMERS THINK
RED BULL **FITS WELL** IN THE PARTY
OCCASION⁷



ENERGY DRINKS ARE IN THE **TOP 5
BEVERAGES** CONSUMED WHEN WHEN
PARTYING OUT OF HOME⁸

¹ SPORTS AND ENERGY IS THE FASTEST GROWING SOFT DRINKS CATEGORY IN THE UK

² RED BULL IS THE BEST SELLING ENERGY DRINK IN THE UK, WITH 5 CANS BEING SOLD EVERY SECOND & 1 RED BULL SUGARFREE EVERY SECOND TOO

³ OUTLETS STOCKING BOTH ENERGY DRINK AND SUGARFREE SEE A 22% INCREASE IN SALES

⁴ TIREDNESS IS THE UK'S #1 DAY-TO-DAY HEALTH CONCERN

⁵ CGA LICENSED DTATABASE VALUE SALES AND MARKET SHARE, HOTELS, MAT DATA UNTIL 30/06/2025)

⁶ UK ON PREMISE TRACKER 2025)

⁷ (UK ON PREMISE TRACKER 2025, 64% OF CONSUMERS THINK THE BRAND FITS WELL)

⁸ IN THE PAST 12 MONTHS, HOW OFTEN DID YOU CONSUME THE FOLLOWING BEVERAGES AT A LOCATION WHERE YOU CAN PURCHASE AND ALSO CONSUME FOOD OR BEVERAGE PRODUCTS? N=2001. MINIMUM N PER SPLIT= 320