

# YOUR PROFIT ROCKETS.



STOCK UP NOW

## COFFEE/CAFÉ/TEA ROOM/BISTRO

### ENERGISE YOUR SALES

Energy Drinks are the  
**FASTEST-GROWING  
SOFT DRINKS  
CATEGORY**  
in the UK<sup>1</sup>



86%

of energy drink consumers  
**DRINK RED BULL**<sup>2</sup>

22%

Listing **Red Bull Sugarfree**  
**INCREASES SALES BY 22%**<sup>3</sup>



## RED BULL IS THE #1 CHOICE



**ALMOST HALF** OF COFFEE  
SHOP GUESTS CONSUME  
ENERGY DRINKS ALREADY<sup>4</sup>



57%

OF CAFÉ CUSTOMERS  
WOULD LIKELY BUY AN  
ENERGY DRINK IF AVAILABLE<sup>5</sup>



WHEN ASKED WHAT ENERGY  
DRINK THEY WOULD PREFER,  
68% OF CAFE CUSTOMERS  
SAID RED BULL<sup>6</sup>

**43% OF CONSUMERS  
WOULD ORDER  
A RED BULL**

on top of their coffee order<sup>7</sup>



**2 OUT OF 10  
CAFÉ CUSTOMERS**

expect to see an energy  
drink offering in outlet<sup>8</sup>

<sup>1</sup> EUROMONITOR PASSPORT, OFF TRADE VALUE SALES, 2009-2028

<sup>2</sup> C.23 WHICH OF THE FOLLOWING BEVERAGE CATEGORIES DO YOU DRINK AT LEAST FROM TIME TO TIME? | C.28 WHICH OF THESE ENERGY DRINKS IS YOUR PREFERRED BRAND? BASE: TARGET GROUP N=5710/469/501/500/506/491/492/505/500/509/509/511

<sup>3</sup> ANALYSIS ON OVER 200,000 ACCOUNTS WORLDWIDE

<sup>4</sup> [DRINKS [C6 WHICH OF THE FOLLOWING BEVERAGE CATEGORIES DO YOU DRINK AT LEAST FROM TIME TO TIME? BASE: CTB TARGET GROUP: N=5354]

<sup>5</sup> F32 IMAGINE ... WERE TO OFFER RED BULL... HOW LIKELY IS IT THAT YOU WOULD BUY A RED BULL ENERGY DRINK THERE? F39 WOULD THE OFFER OF RED BULL AT ... MAKE YOU...? BASE: CTB TAREGT GROUP/ ENERGY DRINK CONSUMERS: N=5269/2216 | RED BULL DRINKERS: N=1774

<sup>6</sup> BASE: ENERGY DRINK CONSUMERS: N=2236/214/321/142/136/306/131/159/312/190/325

<sup>7</sup> SOURCE: F32 IMAGINE ... [INSERT CHAIN] WERE TO OFFER RED BULL. HOW LIKELY IS IT THAT YOU WOULD BUY A RED BULL ENERGY DRINK THERE? F39 WOULD THE OFFER OF RED BULL AT ... [CHAIN] MAKE YOU...? BASE: VTB TARGET GROUP / ENERGY DRINK CONSUMERS: N=5269 / 2216 | RED BULL DRINKERS: N=1774

<sup>8</sup> ON PREMISE TRACKER 2025. 16 MARKETS. SAMPLE: RED BULL CNSUMERS 13.750 (TAOTAL SAMPLE: 36500)