

YOUR PROFIT ROCKETS.



STOCK UP NOW

LODGING

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 **#1 SPORTS
AND ENERGY BRAND**
IN LODGING/HOTELS⁵



**1 IN 3 HOTEL VISITORS
ALREADY CONSUME
ENERGY DRINKS**⁶

29%

LISTING RED BULL IN LODGING
VENUES HAS THE **POTENTIAL
TO INCREASE BASKET SPEND
BY +29%**⁷



OVER **THREE-QUARTERS OF
LODGING GUESTS EXPERIENCE
AN ENERGY NEED DURING
THEIR STAY**⁸

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 VALUE SALES AND MARKET SHARE, HOTELS, MAT DATA UNTIL 31/08/2025)

⁶.

⁷ B.19 WHEN YOU THINK OF YOUR STAY AT THE (INSERT HOTEL SEGMENT) AGAIN, HOW MUCH DID YOU APPROXIMATELY SPEND THERE FOR FOOD AND BEVERAGES PER DAY FOR YOURSELF ONLY? | LOCAL CURRENCIES CONVERTED TO € BASE: TARGET GROUP N=496 / 501 / 500 / 506 / 491 / 492 / 505 / 500 / 509 / 509 / 511

⁸ Q. PLEASE INDICATE TO WHAT EXTENT YOU NEED ENERGY IN THE FOLLOWING OUTLETS. | FILTER: VISITS OUTLETS AT LEAST ONCE IN P12M | MIN N PER OUTLET = 17186 ON PREMISE TRACKER 2025