

YOUR PROFIT ROCKETS.



STOCK UP NOW

QSR

ENERGISE YOUR SALES

Energy Drinks are the
**FASTEST-GROWING
SOFT DRINKS
CATEGORY**
in the **UK**¹



86%

of energy drink consumers
DRINK RED BULL²

22%

Listing **Red Bull Sugarfree**
INCREASES SALES BY 22%³



RED BULL IS THE **#1 CHOICE**



**2/3 OF QSR CONSUMERS
WOULD SWITCH THEIR
ORDER TO RED BULL
IF AVAILABLE**⁴



**42% OF UK QSR CONSUMERS
WOULD GO MORE OFTEN IF
ENERGY DRINKS WERE
AVAILABLE**⁵



**HALF OF CONSUMERS
WOULD ADD A RED BULL
ON TOP OF THEIR QSR
ORDER IF AVAILABLE**⁶

**58% OF CONSUMERS
WOULD BUY A
RED BULL IN A QSR**⁷



**1 IN 3 RED BULL
OCCASIONS ARE
ALREADY ALONGSIDE FOOD**⁸

¹ EUROMONITOR PASSPORT, OFF TRADE VALUE SALES, 2009-2028

² 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

³ ANALYSIS ON OVER 200,000 ACCOUNTS WORLDWIDE

⁴ 2025 QSR INSIDERY REPORT

⁵ 2025 QSR INSIDERY REPORT

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⁷ D13 IMAGINE THE FOLLOWING RESTAURANTS ARE OFFERING RED BULL. HOW LIKELY IS IT THAT YOU WOULD BUY A RED BULL ENERGY DRINK THERE? BASE TOTAL: N=31948 ONLY MINOR DIFFERENCES BY CHAINS LIKELY BUYERS: N7064

⁸ ON PREMISE TRACKER 2025: 16 MARKETS. SAMPLE: RED BULL CONSUMERS 13750 (TOTAL SAMPLE: 36 500)