

YOUR PROFIT ROCKETS.



STOCK UP NOW

CAMPUS/STUDENTS

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

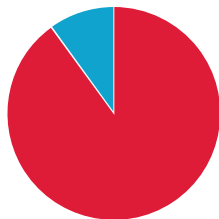
RED BULL IS THE **#1 SPORT AND
ENERGY BRAND ON CAMPUS**⁵



**PARTYING AND STUDYING ARE
RED BULL'S TOP AND FASTEST
GROWING ENTRY OCCASIONS
IN THE UK**⁶



**74% OF CONSUMERS HAVE
HAD A RED BULL WHILST
STUDYING AT UNIVERSITY
IN THE PAST YEAR**⁷



**9 IN 10 CONSUMERS WOULD CONSUME
A RED BULL WHILST STUDYING
- PARTICULARLY 18-24S**⁸



#1

**RED BULL'S #1 CONSUMPTION
OCCASION IN GB IS
WORK/STUDY**⁹

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, MAT DATA UNTIL 31/08/2025

^{6, 7, 8} EPC STUDENT MARKETEEER SOCIALISING Q'RE, 2025, N=88 & SOURCE: RED BULL ONPREMISE TRACKER, 2025

⁹ RED BULL ONPREMISE TRACKER, 2025