

Red Bull Discussion



April 15 | Shiv | ABG

Structure

- The evolution of the drinks market
- Red bull and its success
- Issues and opportunities



The Drinks Market

- It's a western concept
- Low per capita consumption
- Is price the issue?

- With spicy food, mixing
- High capex and Opex Industry
- In home, out of home, on premise



Age wise evolution

- Milk
- Malted drinks
- Synthetic drinks
- Juices
- Orange drink
- Tea, coffee
- Carbonated drinks
- Beer
- Energy drinks
- Hard drinks





The Teenage space

- Iced teas
- Cold Coffees
- Energy drinks
- Mocktails
- Coffee
- Tea

The soft drinks firms have lost their way



point future sales
south include women size event
special american set start big life mix
black growing brand good called children week
started reason feel drinks rate shot hot
kind rest high country consumers india bull reach
face buy day based energy people real lead eat
left form family including minutes market win experience key
game number body night business share red morning type
offer team place sports work media news support
healthy room consumption development process strong
events working season period strong
case road bring earlier easy





Challenges

1. Sugar
2. Caffeine



Consumers

- Energy drinks is a special drink, not everyday
- North east, North, West
- Digitally alive




Go To market

- Traditional trade
- On premise accounts
- E Commerce
- Food delivery brands



**Your innovation has
to be around energy
ingredients**

A man in a red loincloth is captured mid-air, diving horizontally from a rocky cliff edge into a clear blue ocean. The cliff is covered in green vegetation. In the lower-left corner, a white sailboat with two sails is visible on the water. The sky is a clear, bright blue.

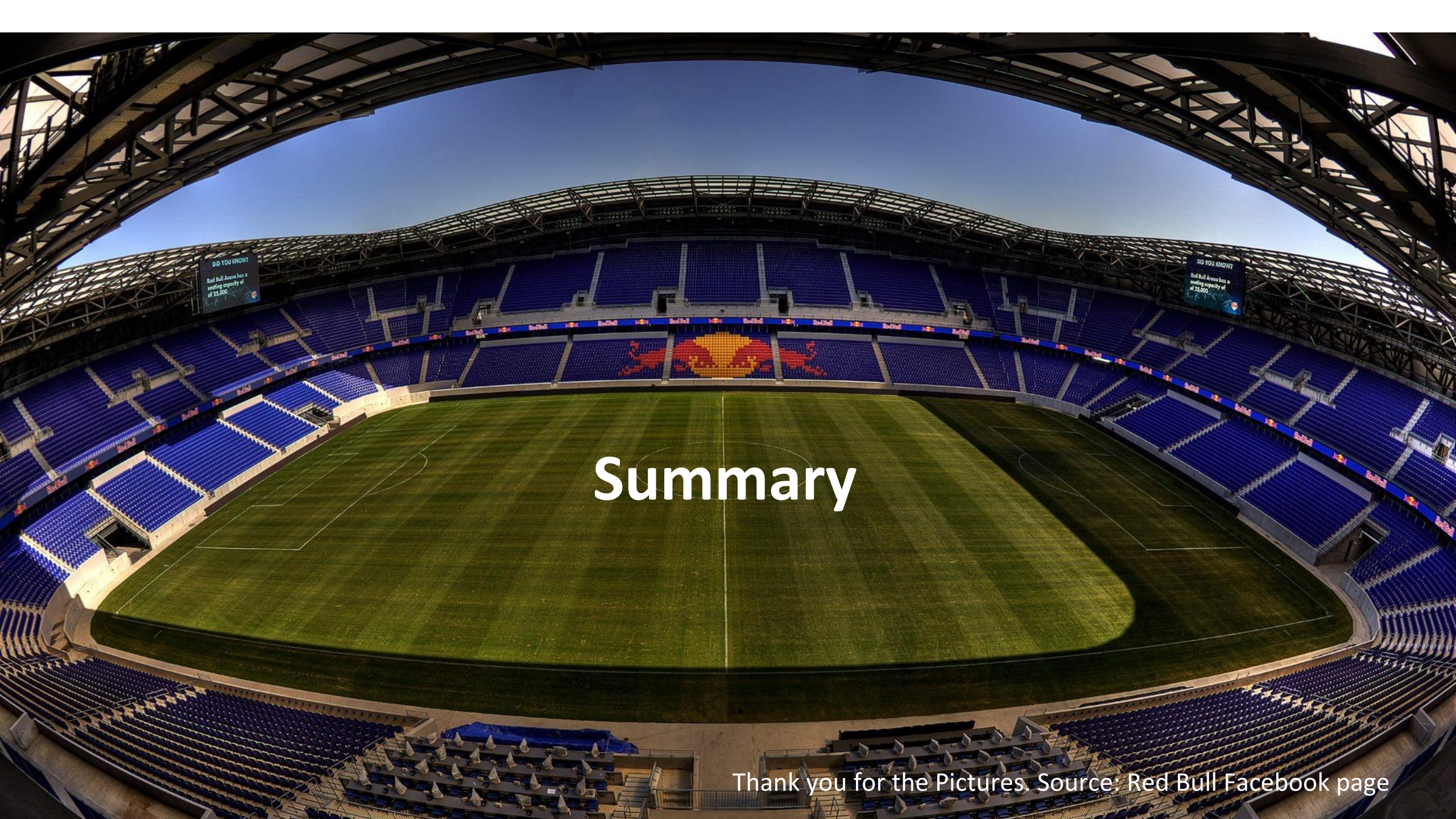
**Your challenge is in recruiting
consumers and keeping them
staying with you**

Whatever you do, It has
to be cool





**Brands that became
teenage 'uncool'**



Summary

Thank you for the Pictures. Source: Red Bull Facebook page