



No 6: Red Bull

RANK	6 th
RANKING CHANGE SINCE 2014	Up three places, from 9 th
FMCG CATEGORY	Soft Drinks
BRAND SALES	USD10-15 billion



Red Bull essentially created the global market for energy drinks. North America and Asia Pacific are its key markets, with sales in the US and China leading. However, the brand has experienced sales stagnation in Asia Pacific recently amid strong competition. Asia Pacific consumers traditionally see energy drinks as functional, non-premium offerings and are more responsive to lower price points, including private label.

The drink's third largest market, Western Europe, saw sales peak in 2014. Since then there has been increased competition from lower priced rivals — particularly Monster, now the 25th ranked FMCG brand worldwide — on the back of innovative new flavours and lower prices. In the UK, which is Red Bull's third largest country by sales, the brand faces a potential ban on energy drink sales to children amid health concerns and teacher complaints regarding behaviour. Calls for a similar ban were made by the Dutch association for paediatrics in January 2018.

Red Bull's status as a megabrand, and particularly its appeal to younger adults, is solidified by its sports and events presence. This includes ownership of German football team RB Leipzig, sponsorship of snowsport and aerial contests, and the Red Bull Formula 1 (F1) motor-racing team.