

Red Bull in Soft Drinks (World)

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Abstracts

Red Bull GmbH is the sixth soft drinks company worldwide, creating the market for energy drinks and maintaining its leadership at a time of increased competition. In recent years, the Austrian company invested beyond its traditional energy portfolio, releasing healthier variants and investing in carbonates and mixers to address new consumer segments. The company also managed to create a seductive brand myth around active lifestyles, establishing itself as a powerful soft drinks brand.

Euromonitor International's Red Bull in Soft Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Soft Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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