

WIINGS TO MAKE YOUR SALES FLY.

THE SUMMER EDITION



TASTE IS THE **#1 DECISION DRIVER** FOR ENERGY DRINK PURCHASE ¹



FLAVOURED ENERGY DRINKS HAVE **GROWN +26%** VS YA AND CONTRIBUTED **+\$46M GROWTH** TO THE CATEGORY ²



RED BULL'S LATEST SUMMER EDITION HAS ALREADY LAUNCHED IN THE UK AND IS THE **#2 NPD** WITH **HIGHER THAN CATEGORY AVERAGE** RATE OF SALE ³



LARGE CANS REPRESENT THE LARGEST ENERGY SHOPPER BASE AND IS GROWING **VALUE +15% VS YA** AND **CONTRIBUTING 43% OF CATEGORY GROWTH** ⁴



473ml

White Peach

250ML CAN

EAN	9002490284411
TUN	9002490285814

473ML CAN

EAN	90486104
TUN	9002490285838

VISIBILITY TOOLS



PLANOGRAM



GLOBAL EXAMPLES FOR INSPIRATION ONLY

SOURCE: 1. METRIXLAB AUSTRALIA, CONVENIENCE, ENERGY DRINK BUYERS. Q: WHY DID YOU DECIDE TO BUY THIS PRODUCT? 2024. 2. CIRCANA (IRI) AU CONVENIENCE, FLAVOURED ENERGY DRINKS, DOLLAR GROWTH % VS YA AND DOLLAR GROWTH ACTUAL, MAT TO 22/06/25. 3. NIELSEN IQ SCANTRACK DATA, RETAILER A, RED BULL SUMMER EDITION, 4KWS TO 05.04.2025 4. CIRCANA (IRI) AU CONVENIENCE, LARGE SINGLE ENERGY DRINKS, DOLLAR GROWTH % VS YA AND DOLLAR GROWTH ACTUAL, MAT TO 22/06/25