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RED BULL

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ABSTRACT

With its strong and consistent marketing slogan "Red Bull Gives You Wing," the business was able to surge and became a number one seller worldwide. Currently it is available in 165 countries with 8,996 employees. More than 35 billion cans of Red Bull have been consumed from the beginning including 5.226 billion cans sold worldwide in 2012. Company’s turnover increased by 15.9% from EUR 4.253 billion to EUR 4.930 billion. Such phenomenal results can be attributed to outstanding sales in South Africa, Japan, Saudi Arabia, France, the USA and Germany, efficient cost management and ongoing brand investment. In terms of further expansion, Red Bull is targeting the core markets of Western Europe and the USA and focusing more on the growth market share in Brazil, Japan, India and South Korea. energy drink market is small portion in terms of the whole non-alcohol beverage industry, yet it is the most dynamic one generating the market value of more than $12.5 billion. Especially, the sales of energy drinks in the U.S. had grown by 60 percent from 2008 to 2012 and it is estimated to grown to a value of $21.5 billion until the year of 2017. Considering the large potential the market holds, Red Bull has all the reasons to do everything they can to maintain their position in the market. However, the attractive market lured a great amount of attention among the industry players to enter the market and now, it has now become saturated, making the Blue Ocean to a highly Red Ocean. Especially in the U.S. market, where Red Bull has maintained a strong and firm market-leader position, its place is being continuously threatened by many new entrants of the market. Our team has chosen this company to figure out the specific strategic issues that need to be solved in order for the Red Bull to maintain its top-position in the energy drink market in the U.S.

KEYWORDS: Energy Drink Market, Market Share In Brazil, Japan, India And South Korea, Firm Market-Leader