

Red bull energy drink analysis narrative



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The brand came to India in 2003. Although the brand has been keeping a low profile compared to the Cola majors, Red Bull has created a category of energy drinks in the Indian market. . Contd. According to Economic Times (30. 05. 08) the energy drink market in India is estimated to be around 100 crores. main players Red Bull and Power Horse. share of 29% of the global market of energy Drinks. The market now has two RB has an assessed market In the U. S. , Red Bull enjoys a 47% share of the energy drink market, and now has a 50% share of the German energy drink market. 5. Market leadership- Within the energy drinks market Red Bull is the industry leader throughout the world.

Marketing Efforts- a lot of promotions and well argeted campaigns and sponsorship e. g. formula 1 helps to expand Red bull brand and increase consumer brand awareness. fashionable brand identity. Weaknesses 6. Above-average prices. Strong, fresh & Strengths Lack of innovation- there are a lot of competitors in the market and they have their own USP which leaves Red Bull behind. Reliant on small product base- The company only markets one branded product, Red Bull Energy Drink (along with a sugar free variety). years old in India.

Inexperience: is only 6 Lack of patent on RB ' s recipe means anyone can copy it. 7. Opportunities Extension of product line- this will help to retain market share. Hardcore Advertising and Promotions. Consumer recognition through sponsorship of sports events. New ventures like partnership with Facebook. Threats 8. content. Consumer awareness of health and well being- people may start to drink other alternatives as it is associated with healthier

life style. Drinks might not be accepted in the new markets. * Organic energy drinks might steal Rd's market share.