



# Red Bull GmbH in Soft Drinks

July 2024

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Red Bull has the highest historic value sales CAGR across the top soft drinks companies

North America accounts for slightly less than half of Red Bull's global value sales

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New global partnerships enhanced Red Bull's capacity in the last few years

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As Red Bull expands, so do the sports it focuses on

Key findings

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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