

Red Bull

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Red Bull Company Description

Company Background

Red Bull, founded in Austria in 1987, is a company primarily known for popularizing energy drinks. It has since expanded its product line to include sugar-free energy drinks, non-caffeinated beverages, and a media company. These drinks, along with the slogan "Red Bull gives you wings," are available in over 170 countries worldwide. Red Bull focuses on selling more than just a drink- they promote a bold, adventurous lifestyle.

Mission/Vision

The company's mission is to energize people mentally and physically and to inspire them to push their boundaries. This mission is reflected in its commercials, product placements such as F1 teams and extreme sports sponsorships, and daring marketing stunts shared on social media. Red Bull's competitive advantage lies in its willingness to take risks that few other brands attempt, including extreme stunts like vehicular feats and near-space skydives. Through its media ventures, such as Red Bull Media House, the company creates content that reinforces its brand identity, builds strong consumer loyalty, and maintains its position as a global leader in the energy drink market.

Goals

The main goal of this energetic company is to sustain its global leadership, particularly in the energy drink market, while continuing to grow in emerging regions. Red Bull is also diversifying its product lineup with sugar-free and functional options that align with evolving consumer preferences and age demographics. Beyond sales, the company reinforces its identity as a lifestyle brand by connecting with extreme sports, music, content creation, and culture. It also prioritizes expanding Red Bull Media House, its content production unit, and investing in sustainability initiatives, including eco-friendly packaging and health-conscious alternatives.

Core Competency

Red Bull's core competency lies in branding and market positioning. Unlike competitors, it sells a lifestyle of energy, boldness, and adventure, making it highly attractive to its target audience. The company's integration of sponsorships, extreme sports, and high-quality media content creates a unique identity that is difficult to replicate. Red Bull Media House further strengthens this advantage by producing content that resonates globally and deepens consumer loyalty.

Sustainable Competitive Advantage

Red Bull's strategic focus is on global expansion, product innovation, and reinforcing its adventurous image through sponsorships and content creation. By combining bold marketing strategies with sustainability initiatives, the company ensures long-term growth and maintains a sustainable competitive edge.

Red Bull Industry Analysis

Geographic Scope

From a geographic standpoint, the energy drink industry spans globally. Red Bull is sold in most parts of the world, with North America comprising the majority of its global revenue. The industry market is also growing the fastest in the Asia-Pacific region, with strong potential in countries such as China, Japan, and India as urbanization, disposable incomes, and consumer tastes evolve.

Industry Outlook

The global energy drink market appears to be growing at a healthy pace. Forecasts estimate the market to grow from about USD 79.4 billion in 2024 to around USD 125.1 billion by 2030. With a growing demand for sports and fitness products, the energy drink industry is expected to get a boost as well.

BCG Matrix

Within the BCG matrix, RedBull sits within the “star” quadrant. This is because of their high market share (approximately 44%) and due to the industry growing at a rate of approximately 8% CAGR. Comparatively, brands like Monster have a high market share (approximately 33.4%) while Rockstar have low market shares (approximately 9.2%)

Consumer Needs

Red Bull’s consumers are generally young adults from the age range of 16-34, who are looking for extra energy in their active lifestyles. They also offer more healthy/organic versions of their energy drinks for those who are more health-conscious, as well as continuously bringing out different flavors/can designs.

Regulatory Environment

As the energy drink industry grows more and more popular by the day. Energy drinks such as Red Bull continue to face growing scrutiny and regulations. For example:
Caffeine and sugar regulations: Countries within the European Union require a mandatory warning on the drink if it carries over 150mg of caffeine per liter. In Australia and New Zealand, caffeinated beverages are capped out at 320 mg/L. Furthermore, labels detailing the caffeine and a limit on how many drinks a person could buy is required.

Marketing restrictions: There is a continued push towards restricting advertisement of caffeinated drinks towards children and teenagers. Countries such as Honduras prohibit the sale and marketing of any energy drinks towards minors. Selling energy drinks is banned in communal areas congregated by minors such as schools.
Health concerns: Studies have found that excessive consumption of caffeine (energy drinks typically contain much more than the needed human intake), damages the body with effects such as:
Abnormal heart rate and blood pressure, potentially leading to cardiac arrest.
The excessive amount of sugar within energy drinks contributes to type 2 diabetes.
Regularly intaking large amounts of caffeine can cause mental instability and affect sleep quality.
These regulations do bring up concerns, but the popularity of energy drinks is still ever-growing.

Red Bull Competitor Analysis

Key Competitors

Red Bull's main competitors are Monster, Rockstar, Bang, Celsius, and PepsiCo. Monster is currently the biggest competitor for Red Bull because of its wide variety of flavors, the high amount of caffeine in their drinks, and their partnership with Coca-Cola strengthening their global presence. As of 2025, Red Bull is leading with 43% of the market shares and Monster right behind it with 39%.

Size of Competitors

As of 2025, Red Bull is leading with 43% of the market shares and Monster right behind it with 39%. Due to the partnership of Monster and Coca-Cola, Monster has been advertised in more than 170 countries. Overall, Monster has been more focused towards alliances and becoming partners with popular brands to push their own name into the market, which has been very successful so far.

Competition Type

The type of competition Red Bull would be classified under is an oligopolistic competition. In an oligopoly, market share is heavily dominated by a few large firms that have significant control over the market. For the energy drink industry, these key firms include Red Bull, Monster, Celsius, and PepsiCo. These global players make barrier entry into the industry very high, and to remain competitive, product innovation is crucial with new flavors, sugar-free and low-calorie options, and the inclusion of functional ingredients like vitamins, botanicals, and natural stimulants.

Strengths & Weaknesses Comparison

Red Bull's competitors' strengths and weaknesses have similarities with some differences, making them not only key competitors for Red Bull, but also strong leaders for the energy drink industry.

Monster:

Monster's strengths include being the next most dominant energy drink brand right after Red Bull, controlling around 39% of the $5.7 billion United States energy drink market. After Red Bull, it's one of the most recognizable energy drink brands and has a strong reputation. Another one of Monster's advantages is its partnership with Coca-Cola. This strategic partnership with a highly successful soda company has provided them with immense help in expanding their brand and distribution network. However, one of their weaknesses is their market focus, which is narrow. Monster highly markets only to those who follow extreme sports, sponsoring only sports events, which are telecast to just sports channels. This makes Monster miss opportunities to market its brand through other channels, which ultimately limits its customer base.

Rockstar:

Rockstar's strengths include a well-established brand reputation, with one of their biggest selling points being that their cans are twice the amount, 16 ounces, as compared to Red Bull, whose cans are 8 ounces. Rockstar was also acquired by PepsiCo and recently sold to Celsius Holdings, strengthening their strategic hold and presence on the market. Rockstar's disadvantages include intense market competition from larger competitors like Red Bull and Monster. An inability to differentiate its brand from these competitors, paired with a growing concern about the health effects of energy drinks, is also one of Rockstar's weaknesses.

Red Bull Company Analysis

Financials

According to the Redbull website, in 2024 the company had a turnover of 11.227 billion, a volume of 12.67 billion cans sold in 2024, and privately held. The company operates at a healthy scale with large portions of its revenue going into advertisements.

Business Model & Strategies

Redbull designs its products to make them feel premium. Furthermore, Redbull packages its beverages in a premium manner to increase its perceived value. Redbull also ships its beverages in custom made vehicles for transport, further increasing its perceived value. With the custom made designs for the transportation vehicles, Redbull also takes a majority of its revenue to invest into its advertisements, specifically, its owned media, events, and team ownership. Red Bull is a staple sponsor within Formula One racing, football clubs, motorsports, and various extreme sports. Aside from just their standard Redbull energy drinks, the brand carries other alternatives such as sugar-free, zero, and other editions/flavors of the standard Redbull drink. Furthermore, the brand releases limited editions of the drink in response to taste and trends.

SWOT Analysis

Red Bull's strengths are that they are one of the most recognizable brands worldwide, a staple sponsor in many popular sports (F1, football, soccer, etc.) and they have a significant distribution, allowing for billions of cans to be sold. Although their strengths are many, they also have a few weaknesses, such as regulations, consumer preferences, and competition. Energy drinks continue to be regulated as the years go by. Labelling, age limits, and caffeine caps are all regulations that Redbull has had to manage. These regulations have affected Redbull as in 2014, the company had to payout $14M due to false marketing claims. Along with that, consumer preferences are shifting towards no/less sugar beverages. Health trends show consumers are moving towards more natural, low-sugar, functional beverages. Finally, competition is fierce amongst the energy drink companies. Any late responses to trends may result in market share loss.



Red Bull Consumer Analysis

Problem Recognition

Red Bull's consumers often identify a need for energy, focus, or enhanced performance in daily situations such as late-night studying, pre-workout routines, long drives, or social events. Beyond functional needs, consumers also recognize a desire for identity, lifestyle, and status alignment, wanting a product that reflects boldness, youthfulness, and an adventurous spirit. The problem is therefore both functional (fatigue or lack of alertness) and emotional (aligning with an aspirational, high-energy lifestyle).

Information Search

Once the need is recognized, consumers seek information through various channels. They learn about Red Bull via advertising, extreme sports sponsorships, event marketing, social media, and cultural content. Word-of-mouth and visibility in retail, vending machines, convenience stores, and event venues also inform their perception of availability and relevance. Consumers are influenced not just by functional benefits but also by the brand's association with excitement, performance, and status.

Alternative Evaluations

Consumers evaluate Red Bull against other energy drinks like Monster or Rockstar based on factors such as taste, brand recognition/loyalty, lifestyle alignment, perceived quality, and price. Red Bull's premium pricing, sleek packaging, and strong aspirational messaging often position it as the preferred choice for those seeking both functional and emotional value. Sugar-free and zero-calorie variants allow consumers to compare options within Red Bull's product line while maintaining the premium experience.

Purchase Decision

The decision to purchase Red Bull is influenced by both situational factors and brand loyalty. Impulse buying is common at convenience stores, gas stations, vending machines, or events, particularly when immediate energy is needed. Consumers choose Red Bull not only for the energy boost provided by caffeine, taurine, and vitamins but also for the emotional benefits of identity and lifestyle reinforcement. The brand's wide availability ensures ease of purchase.

Post-Purchase Behavior

After consumption, consumers often experience satisfaction from both functional and emotional benefits, reinforcing repeat purchases. Positive experiences strengthen loyalty as Red Bull successfully integrates into their active and adventurous lifestyles. The brand maintains engagement through ongoing marketing, extreme sports content, and event sponsorships, which sustain consumer connection. Sugar-free options and product innovation also address potential concerns, such as health considerations, ensuring continued alignment with consumer expectations.

Red Bull Market-Product Focus

Marketing and Product Objectives

Maintaining its leadership as the world's leading energy drink brand while evolving alongside changing consumer preferences is Red Bull's main marketing and product objectives, emphasizing both product innovation and brand experience on a large scale. In terms of product style, Red Bull continues to expand its line up of low calorie, sugar-free, and functional drink variants to appeal to a broader demographic that values wellness.
When viewed from a marketing standpoint, Red Bull seeks to reinforce its image as a lifestyle brand, rather than just a beverage company. Most of their campaigns' prime focus is on adrenaline, excitement, achievement, and adventure, which are key themes that appeal to its largest target audience of young, ambitious and thriving to win mindset customers. The team at Red Bull Media house, the F1 team ownership, extreme sports sponsorship, and viral content, the brand maintains an all going energetic and inspirational presence in the public domain. More on to this, Red Bull is committed to sustainable growth by investing in eco-friendly packaging, responsible sourcing, and community-oriented initiative, aligning with global environment and social trends.

Target Markets

Red Bull's target market audience primarily consists of young adults with the age bracket of 18-34 years, who lead dynamic, fast-paced lifestyles and value high performance, creativity, and individuality. The market usually involves young professionals, athletes, and creative individuals, as mentioned earlier, who highly rely on energy and caffeine to boost energy to stay productive, focused, and active throughout the day. Red Bull also vastly appeals to those engaged in the nightlife, gaming, adventure sports culture, as these environments align naturally with the brand's energetic and adventurous image which indeed require energy in many instances.

Beyond its primary demographics, Red Bull targets health conscious consumers through its sugar-free and "zero" product line, responding to the growing demand for better-for-you beverages. Geographically, its strongest markets remain North America and Europe, though Asia-Pacific is becoming a major growth region due to rapid urbanization and changing consumption patterns. Across these markets, Red Bull positions itself as more than just a product, it always inculcates itself as a part of a lifestyle that reflects ambition, energy and high confidence.



Positioning

As discussed so far Red Bull positions itself and its brand as a premium lifestyle energy brand that specially empowers its consumers to perform at their best—physically, mentally, and creatively. The brand embodies adventure, confidence, and peak performance, appealing to individuals who are driven, ambitious,and unafraid to take risks. Its consistent message and appearance of “energy with purpose” resonates globally, connecting the energy drink to a sense of empowerment and motivation to achieve things at one's greatest ability.

The company’s positioning in the public domain strategy relies on emotional rather than functional superiority. Consumers choose Red Bull not just for its caffeine booth, but for what it represents, a lifestyle of action, movement, and courage. Through carefully curated marketing campaigns, cultural relevance, and brand storytelling, Red Bull positions itself as a symbol of ambition and authenticity. This approach has enabled it to transcend the beverage category, standing as an icon of modern youth culture and a global benchmark for experiential marketing.

Points of Difference

The success of Red Bull is very evidently driven by points of difference that distinguish it from competitors in the similar product domain like Monster, Celsius, and Rockstar. The most significant is definitely the emotional branding. Red Bull is just not selling energy, but empowerment and identity. Its slogan, “Red Bull gives you wings," captures a universal idea of potential and aspiration. Unlike many brands that focus on product attributes, Red Bull builds its image through underlining storytelling, community, and experiences.

The Red Bull Media House ownership gives the brand a distinctive edge, allowing it to produce and create original content, sponsor events, and also control over its media narratives that reach the end consumer on a large scale. Red Bull”s global involvement in extreme sports such as F1, cultural events, and music festivals all across the globe, further amplifies its reach, making it synonymous with excitement and innovation. Its slightly premium pricing, sleek packaging, use of bright colour palette, and strong international consistency reinforces its position as a high-quality, aspirational product rather than a commodity beverage. These differentiative characteristics make Red Bull's brand identity nearly impossible to replicate at scale.



Red Bull Product Strategy

Red Bull is in the maturity stage of its product life cycle. It has been around for more than thirty years and is now focused on keeping its position as the top energy drink brand. The company isn't trying to grow fast anymore but wants to stay strong in a market that has become very crowded. Red Bull faces tough competition from Monster, Rockstar, and Celsius, along with new drinks that focus on health, vitamins, and natural energy. Because of this, Red Bull's main goal is to protect its brand image and keep customers loyal. The product strategy centers on consistency and choice.

The classic 8.4-ounce Red Bull can, remains the most popular, but Red Bull has expanded its lineup to reach different customers. There are now Sugarfree and Zero options for people who want less sugar, and different editions of the drink that have flavors like Tropical, Watermelon, Peach, and Coconut Berry. These additions keep the brand fresh without changing what people expect from Red Bull. The branding has stayed the same over time. Two charging bulls, the silver-and-blue colors, and the short slogan "Red Bull gives you wings." The design is simple and easy to recognize anywhere in the world. The packaging has also stayed slim and clean, which makes it stand out next to larger cans from other brands. The labels show key information like caffeine and ingredients but avoids visual clutter.

Red Bull's pricing strategy is one of its many strong points. It costs more than most energy drinks, but people are willing to pay for it. The price helps support the brand's image as high quality and reliable. Red Bull rarely discounts heavily because it doesn't want to seem cheap, but small promotions do sometimes appear in convenience stores or in college bundles. The brand focuses on value rather than price competition.

For placement, Red Bull uses intensive distribution. It is available almost everywhere. Gas stations, grocery stores, gyms, bars, and vending machines. This wide reach is key to its success. The company also pays close attention to product visibility. Red Bull cans are usually placed in the front of fridges or near checkout counters where shoppers can easily see them. The brand also partners with restaurants, clubs, and event spaces to make sure its drinks are always within reach.

The promotion strategy is what sets Red Bull apart. Instead of spending heavily on traditional ads, Red Bull invests its money into experiences and storytelling. It sponsors extreme sports, athletes, and events such as Red Bull Rampage, Red Bull Air Race, and music festivals. These activities create strong emotional connections with consumers who see Red Bull as more than just a drink—it's part of an active lifestyle. The company also runs Red Bull Media House, which produces films, magazines, and digital content. This helps build its image as a lifestyle brand focused on energy, creativity, and adventure. Overall, Red Bull's product strategy is about balance. The company keeps what works while slowly updating to match changing tastes and trends. It protects its brand identity through consistent design, steady pricing, and strong promotion. Even as new energy drinks appear, Red Bull stays one of the most recognizable brands in the world.



Red Bull Price Strategy

Value

Red Bull offers a range of benefits tied to performance, vitality, and an active lifestyle. Consumers associate the drink with energy, alertness, and a premium, aspirational image supported by extreme-sports branding. Across product categories, Original, Sugar-Free, Zero, and the flavored Editions have slightly differing benefits. Sugar-Free and Zero appeal to health-conscious consumers who want energy without calories, while the Editions offer unique flavors and limited-edition experiences. Sleek packaging and the brand's history also enhance perceived quality across all categories. Red Bull's value varies across consumers and is not the same to all customers. Those who strongly connect with Red Bull's lifestyle branding, performance associations, and taste perceive the higher price as justified. More price-sensitive consumers or those who see energy drinks as interchangeable may not view Red Bull's premium price as offering equal value.

Pricing Objective

Red Bull's pricing objective appears to be primarily profit-oriented and brand-image oriented. The company sets its product at a premium to reflect perceived value and maintain its status as a high-end lifestyle brand. Rather than maximizing volume, the strategy protects margins and reinforces prestige.

Factors that Affect Pricing Decisions

Several factors influence Red Bull's pricing decisions, including competition from brands like Monster and Rockstar, the need to maintain a premium brand image, and the heavy marketing investments involved in sponsorships and events. Geographic location, distribution channel (such as retail stores or vending machines), and packaging or design variations also contribute to price differences. Economic conditions and increasing competition can pressure pricing as well.

Demand

Red Bull likely estimates demand using historical sales data, consumer research, demographic and lifestyle insights, and retail scanner data. They may also track competitor pricing, promotional responses, and consumption patterns across channels and regions to anticipate how changes in price or new product variants affect demand.

Right price

In arriving at the right price, Red Bull uses a premium (skimming-style) strategy by pricing above most competitors to reinforce high value. Their method is heavily profit-oriented, since the higher price reflects perceived benefits rather than cost. It is also partially competition-oriented, positioning itself above lower-priced brands to avoid price wars and maintain differentiation. Psychological pricing (e.g., $2.99 vs $3.00) and limited-edition higher-priced products help anchor the perception of value.

Adjustments

Red Bull makes several price adjustments. Prices vary by region based on income levels and competition, and across channels such as grocery stores, convenience stores, and vending machines. Limited-edition flavors may be priced higher, which makes regular products appear like better value. Packaging sizes and special designs also create natural price tiers. These adjustments are implemented through retailer markups, promotional strategies, and channel-specific pricing structures.

Red Bull Advertising and Promotional Strategies

Red Bull is built differently as we have seen with all the context so far. When it comes to Advertising & Promotional strategy definitely Red Bull's plans are always in the niche path. It built its strategy on a unique unconventional approach that distinguishes it from nearly every other brand in the same segment in the global marketplace. Instead of depending on the traditional advertising strategy, Red Bull has created an entire promotional ecosystem centered on a cultural relevance , experiential engagements, and real-world energy moments. Emotional connection - as we mentioned earlier in the Market Product Strategy - is what Red Bull prioritizes building more on, and it does this by placing the brand where excitement happens - high pressure environments, thrilling experiences, and definitely communities where ambition and individuality thrive. This strategy allows Red Bull to maintain its prestige and cultural influence even as new competitors enter the energy drink category.

A brand should be experienced, just not advertised is the core promotional philosophy at Red Bull. Rather then just relying on traditional messaging, Red Bull creates events, supports communities, and produces content that seamlessly integrates the brand into consumers' daily lives. The company invests in large-scale competitions, athletic sponsorships, campus activations, and high-level stunts that capture public attention. These experiences keep the brand youthful, exciting, and culturally relevant, Memorable promotional moments - such as air shows, music collaborations, and high-altitude challenges - reinforce Red Bull's identity as bold and adventurous.

A very key point to be noted is the Red Bull interaction and engagement with everyday consumers. Through various sampling teams within small regions, campus outreaches and local event partnerships, the brand positions itself in environments where people naturally seek energy - run clubs, sports events, hydrox events. These personal interactions during the high adrenaline events build trust and loyalty, especially among college students and energy seekers. The iconic Red Bull Mini Coopers and Wings Team ambassadors symbolize the brand's friendly, high-energy presence.

Digital presence and Social Media strategies are equally central to Red Bull's promotional approach. The brand produces fast-paced, visually appealing content for platforms like Instagram, TikTok, YouTube, and Snapchat. Through high-paced action scenes and parkour POVs through reels and shorts, instead of conventional advertisements, Red Bull shares athlete highlights, behind-the-scenes footage, and user-generated clips that reflect its message of movement and motivation. This authenticity helps Red Bull stay at the center of youth culture and adapt to Gen Z's evolving trends through viral challenges and creator collaborations

Not just short form content but, Red bull also leverages long form storytelling through documentaries, sports coverages, and lifestyle content. Unlike typical commercials, these production materials serve as entertainment, highlighting themes of creativity, ambition, and individuality. This narrative-driven approach depends on emotional connection and fosters long-term loyalty.

In the domain of Advertisement and Promotions Sponsorship remains a major promotional pillar. Red Bull Partners with athletes across motorsports, skateboarding, mountain biking, esports, dance, and winter sports - expanding the brand's reach across diverse subcultures. Its ownership of competitive sports teams further boosts media exposure and fan engagement throughout the year.

To state further, another primary advantage of Red Bull's promotional strategy is its ability to adapt campaigns to different cultures contexts while maintaining consistent branding. In nightlife-focused regions, Red Bull works with various artists and DJs, musical events, in sports-driven markets, it emphasizes athletic sponsorships and performances-based content. This adaptability keeps the brand relevant in more than 170 countries around the globe.

Through birds eye view of the strategies, Red Bull's advertising and promotion strategy succeeds and helps place itself on the top of the shelf, because it prioritizes cultural integration over traditional persuasion. The brand creates emotional, nostalgic and meaningful experiences, elevates creative and athletic talent, and consistently reinforces a lifestyle centered on energy and ambition as discussed above. Through experiential marketing, digital storytelling, community engagement, and strategic sponsorships, Red Bull maintains a powerful, aspirational identity that strengthens its leadership in the global energy drink market. These are very well focused strategies to study about in this Marketing class giving a lot of insights.



Red Bull Distribution Strategy

Red Bull operates in more than 170 countries and with the U.S. being their major market location, they have their own distribution company, the Red Bull Distribution Company. In Europe and Asia, Red Bull has partnered with major distributors like Tropicana Wholesale, where each focused on their own area.

Red Bull combines both on and off-trade distributions to easily keep balance between selective and public availability. On-trade includes clubs, events with Red Bull as a partner/sponsor, sports venues, showing the 'higher status' image. On the other hand, off-trade are markets and gas stations, where the focus is on showing that the products are easily available for anyone to purchase. The breadth is shown in the multitude of variations of drinks such as sugar-free or limited edition flavors.

There are multiple factors that affect Red Bull's distribution. For one, the company mainly focuses on consumers' buying habits, sorting by the types of purchases. For example, purchases that usually happen in convenience stores/gas stations (individual cans), compared to purchases that occur in bigger stores or online ordering (bigger packs). Along with the buying habits, Red Bull has its own distribution organization, which saves on costs and also maintains the company's standards for the price and the items, especially in high volume markets. This helps with centralizing the products in the U.S., where the products are sold mostly.
Red Bull has had multiple channel conflicts, including disputes and lawsuits. One of the disputes was with Red Bull being the plaintiff, against a wholesaler, who was distributing "gray market energy drink products in this country". Gray market products are products that are sold beyond the organization's authorized channels. Similar to counterfeit products, which are products that are the same but not the real thing, gray market products are the real thing but sold in places where they shouldn't be. In this dispute, the specific energy drinks were meant to be sold in South Africa, but were instead being imported and sold in the U.S.

Red Bull integrates forward, as seen through their own distributor, Red Bull Distribution Company (RBDC). This allows them to have control over the distributions of their products instead of having to rely on third-party distributors. Backwards integration focuses on owning the facilities that make the raw materials or manufactures and Red Bull's backward integration is very limited to none, as they don't own any production sites that make the raw materials for the drinks. They put more emphasis on actually administering the drinks.

Due to their leading position in the market, Red Bull is able to use a premium pricing strategy. This is when a company charges higher for their products to make it seem as though they have a higher value compared to their competitors. Keeping this in mind, Red Bull still must keep in mind value-based pricing, which is when companies set prices based on the customer's perspective of the product's value. This can be seen in Walmart, for example, where single cans are held at a higher per-unit price than the multipacks.

In higher service levels like nightclubs and specific Red Bull events, there are much higher per-unit prices than the other service levels. Markets like Walmart and Kroger are examples of medium levels of service. In these places, the purchases are more planned, and both types (single & multipack) are sold.
Lastly, low service levels are like convenience stores like 7-Eleven, where the price varies but are generally at a higher per-unit price for single cans, and this is where most impulsive purchases are made.

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