SUGARFREE

THINK SHOPPER

EXPAND SHOPPER DEMOGRAPHICS AND BASE

FAMILIES

or Young Couples

CELEBRITY

FREQUENT

Baskets and Good Customer Service is a Motivator

FEMALE 60:40

HECTIC

Busy lifestyles

FRUIT SNACK

Salad, Confectionery, Lottery

SKILLEDProfessionals with Disposable Income

RED BULL SHOPPER STUDY

Red Bull Global Source of Truth

Base: For non users of energy drinks, sugar content is an important factor.

Demographics: Regular energy drinks are most commonly consumed by males (avg. age 21) while Red Bull Sugar Free is skewed towards women in late twenties focus on premium brands and higher spend.

CATEGORY INSIGHTS

SUGARFREE SHOPPERS SPENDS MORE AND BUY OFTEN



Source: KWP UK, Red Bull Sugarfree Source of Volume Change within Total Soft Drinks

Sugar free shopper is of a higher average age (≈28) and has more disposable income, therefore more spending power. SF shoppers **spend over**18% more per year compared to Regular Energy Drink shoppers

Nielsen Household panel, 2012; Germany

WHAT IT MEANS TO YOU

POTENTIAL LOSS OF SALE AND SHOPPERS WITHOUT SUGAR FREE



31%

15%

9%
Buy Nothing

Source: KWP UK, Red Bull Sugarfree Source of Volume Change within Total Soft Drinks

Over half of the energy shoppers (55%) won't swich into other brand or variant if there's no diet energy SKU on shelf available. They would reather walk away or cut the shopping in the particular store. Stock sugar free to avoid this in your store.

