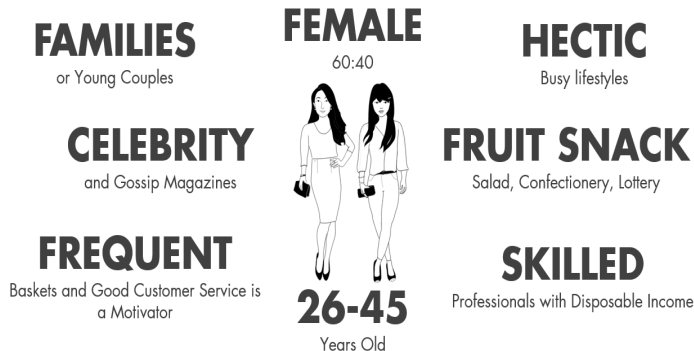


# SUGARFREE

## THINK SHOPPER

### EXPAND SHOPPER DEMOGRAPHICS AND BASE



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



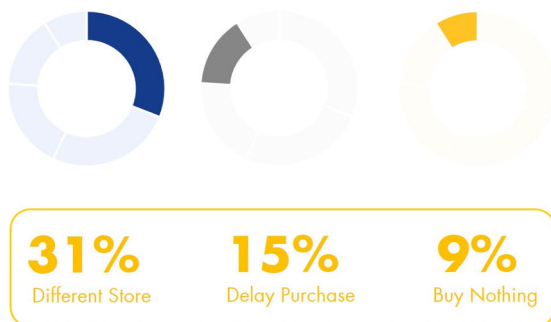
Sugar free shopper is of a higher average age ( $\approx 28$ ) and has more disposable income, therefore more spending power. SF shoppers **spend over 18% more per year** compared to Regular Energy Drink shoppers

Nielsen Household panel, 2012; Germany

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

## WHAT IT MEANS TO YOU

### POTENTIAL LOSS OF SALE AND SHOPPERS WITHOUT SUGAR FREE



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

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

