

THE COMPANY

Gives wings to people and ideas

That drives us. Since 1987.

Inspired by functional drinks from East Asia, Dietrich Mateschitz founded Red Bull in the mid-1980s. He developed a new product and a unique marketing concept and launched Red Bull Energy Drink on April 1, 1987 in Austria. A completely new product category – energy drinks – was born.

company data

FOUNDING

1984

For almost 3 years – from 1984 to 1987 – Dietrich Mateschitz worked on the formula for Red Bull, the positioning of the brand, the packaging and the marketing concept.

FIRST LAUNCH

April 1, 1987

On April 1, 1987, Red Bull Energy Drink was launched in Austria.

A completely new product category was born: energy drinks.

EMPLOYEES

15,779

At the end of 2022, Red Bull employed 15,779 people in 175 countries (end of 2021: 13,610 in 172 countries).

CANS SOLD IN 2022

11.582 billion

In 2022, 11.582 billion cans of Red Bull were sold worldwide, which means an increase of 18.1% compared to 2021, which was also very successful. Group sales grew by 23.9% from 7.816 billion to 9.684 billion euros.

Sales, turnover and operating profit could be further increased and represent previous records in the company's history.

The main reasons for the positive figures are the excellent sales development in almost all Red Bull markets, as well as continued very consistent cost management and the ongoing intensification of corresponding brand investments.

Red Bull is focusing future expansion on the core markets of Western Europe and the USA, on the future markets in developing countries and on further strengthening the original 250ml packaging unit and the roll-out of the ORGANICS by Red Bull range.

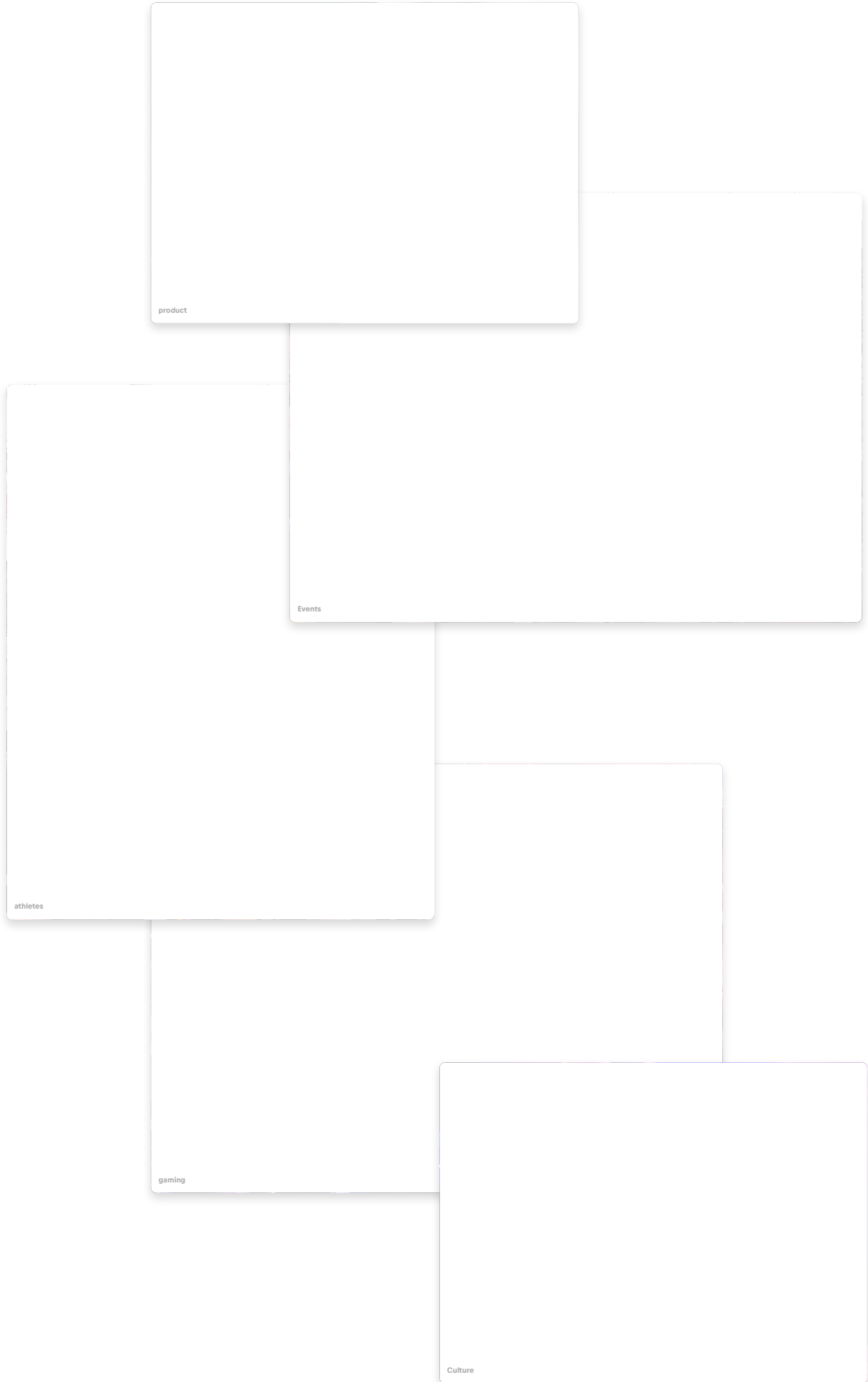
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Our growth and investment plans are again very ambitious for the 2023 financial year, provide for a continuation of the previous positive development and are – as is usual at Red Bull – financed from the operating cash flow.

RED BULL AWARDS WINGS



Red Bull





STORY

Red Bull awards Wings. Since 1987.

Fancy a little journey through more than three decades?

Let's go



1987 1988 1989 1992 1994 1997 1999 2000 2001

SUSTAINABILITY

Each can has more than one life

At Red Bull, we are very aware of our responsibility to our world. That's why we make it easy for you to drink Red Bull with a pure environmental conscience.

[life cycle of the can](#)

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