



DID YOU KNOW...
in the first
6 months
of launch Monster Ultra
was worth
£12.8m⁽²⁾

Monster is now
WORTH OVER
£139m
and has
GROWN

13.3%
in value in the
last year

OF THE ENERGY SECTOR⁽¹⁾

Monster is **growing faster** than its competitors: it has grown over

2.3x **66.5x** **4.5x**
than Red Bull than Rockstar than Boost Energy

in value within the Energy Sector⁽¹⁾

MONSTER HOLDS

13.8% **&** **12.8%**
IN VALUE IN VOLUME
of the Energy Sector⁽¹⁾

SOCIAL MEDIA STATISTICS

 over 24m Facebook likes	 over 76.6k Twitter followers	 over 3.6m Instagram followers	 over 158m YouTube views
--	---	--	--



Social Media Stats correct as of 25/11/16
 1. Nielsen Scan Track MAT 22.10.16
 2. Nielsen - Total GB - MAT TY Period Ending: W end 27/08/16