

## Explain in simple terms how Carabao makes money

Thought for 13s >

Carabao makes money mainly by **making and selling drinks**, plus a bit from making packaging and doing distribution for others.

Here's the simple version:

### 1. Energy drinks are the core business

- Their main product is *Carabao Dang* energy drink in glass bottles and cans.
- They sell huge volumes in Thailand and export to many countries (especially Cambodia and other CLMV markets, plus the UK/Europe). Carabao Group +2
- This is the **largest source of revenue and profit**.

### 2. Other beverages (smaller, but growing)

- Sports drinks (Carabao Sport / electrolyte drinks).
- Functional and vitamin drinks (e.g. vitamin C drinks like Woody C+ Lock, coffee, bottled water, etc.). Carabao Group +1
- These bring in extra sales and help them reach people who don't drink classic energy drinks.

### 3. Domestic vs overseas sales

- Carabao earns money both from **Thailand** and from **exports**.
- Thailand is important for volume and brand, but **exports are a big share of energy drink sales**, especially to Cambodia and nearby countries.

Politique Général... +1

### 4. Packaging & contract manufacturing

- Carabao has invested in its own **can and bottle production** lines.
- That means they **save costs** on their own drinks and can also **sell packaging / do production for others**, adding another income stream. InnovestX Online +1

### 5. Distribution & sponsorship-linked income

- They run their own distribution network in Thailand and some markets abroad, so they earn **distribution margins** on products they carry. Carabao Group +1
- The heavy sports marketing (Carabao Cup, football sponsorships) is mainly a **cost to drive drink sales**, but in some cases they can **sell on or share sponsorship rights**, which shows up as small extra income. KAHOON INTER... +1

### 6. How they turn sales into profit

- Make drinks in **large scale** to keep unit costs low. carabao.co.th +1

- Keep the **THB 10 price point** on the flagship bottle in Thailand to defend market share, while earning higher margins on some overseas and premium products. InnovestX Online +1
- Use strong branding and football sponsorships to sell more cans/bottles at roughly the same production cost.

So in one sentence: **Carabao makes money by selling a lot of low-priced energy drinks (mainly Carabao Dang) in Thailand and overseas, plus smaller contributions from other drinks, packaging, and distribution services.**

       Sources