

Carabao Group, the company behind the popular Carabao energy drink, makes money in a few main ways by focusing on beverages and related services.

First, they sell their own branded products, like energy drinks (such as Carabao Dang), sports drinks, coffee, and bottled water. This is their biggest revenue source, with sales both in Thailand (where it's growing strongly) and internationally (especially in countries like Cambodia, Laos, Myanmar, and Vietnam). cbg.listedcompany.com

Second, they distribute products from other companies, mostly alcoholic drinks like spirits and beer, which they sell through their network of stores and partners.

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Third, they earn from other services, such as making and packaging bottles or cans for themselves and other businesses. cbg.listedcompany.com

Overall, they use their factories, trucks, and retail connections to produce, market, and deliver these items, turning a profit after covering costs like ingredients and advertising.

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↳ Breakdown of revenue percentages

↳ Carabao Cup sponsorship