work in progress - October 2026

BREAKING VS LATIN: TWO DANCE MARKETS

THE QUESTION

Red Bull is the reference point in breaking dance events. At salsa and bachata congresses thousands of adults dance, pay and travel, yet no Red Bull presence was found there.

How do the two markets compare, and is there room for Red Bull in Latin?

THE RESEARCH SUM-UP

Latin has more events, and they last mostly three days
The typical latin dancer pays around 13 times the price of a breaking spectator
In Europe, latin leads in Spain, breaking in the German-speaking countries
Breaking attention sits at the top, with Red Bull; latin's attention is on the dancers

THE WORLDS COMPARED

BREAKING EVENT

mostly 1 day

DAY 1
battle

Dancers compete in a circle, the crowd watches.
Spectators buy a relatively cheap ticket.

Flagship event: **The Notorious IBE**
10,000+ visitors

LATIN CONGRESS

mostly 3 days

DAY 1	DAY 2	DAY 3
workshops, party	workshops, party	workshops, party

Workshops by day, social dancing at night.
Almost everyone dances and buys a costly full pass.

Flagship event: **Croatian Summer Salsa Festival**
5,000+ dancers, 90 countries, ages 20-60, 8 days

Events a year in Europe

Latin
~ 406 counted events

Breaking
~ 238 counted events

Events count in Europe in 2026, all researched calendars merged

Breaking watches, latin dances

€110 Latin full pass (3 days)

€84 Latin day pass (1 day)

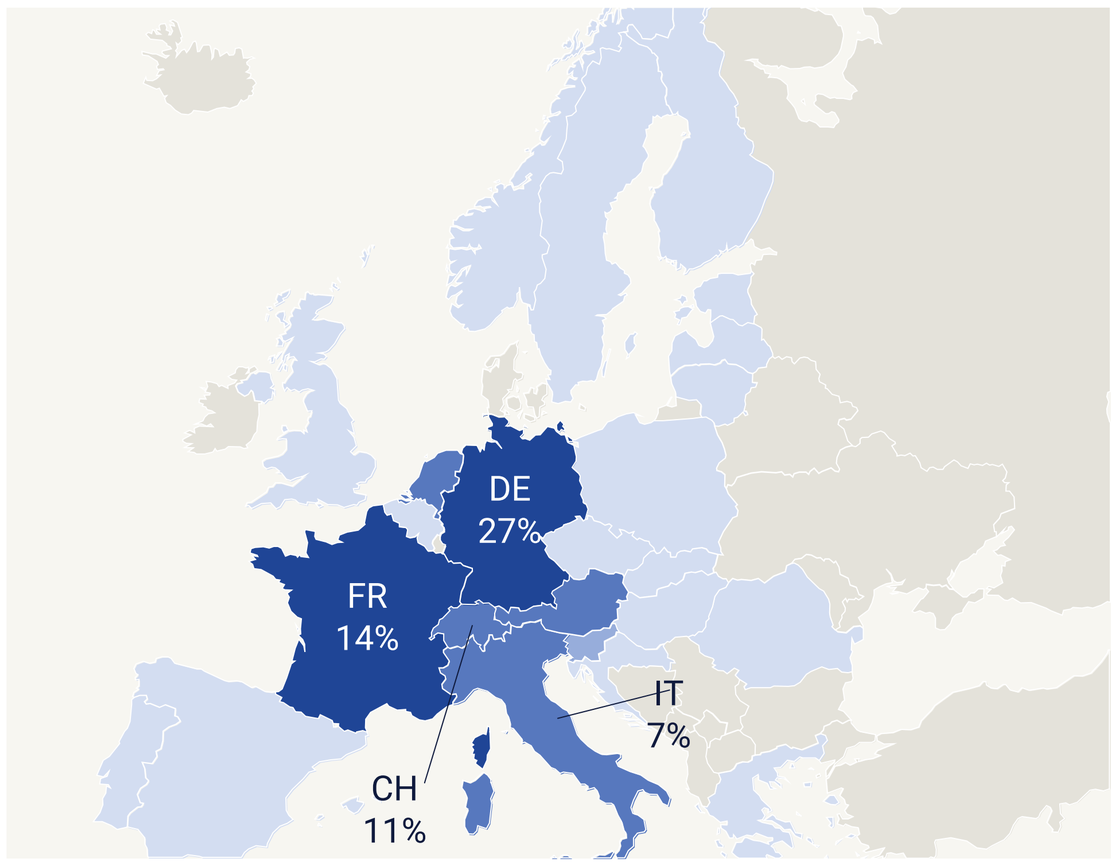
€10 Breaking entry fee

€8.5 Breaking spectator ticket

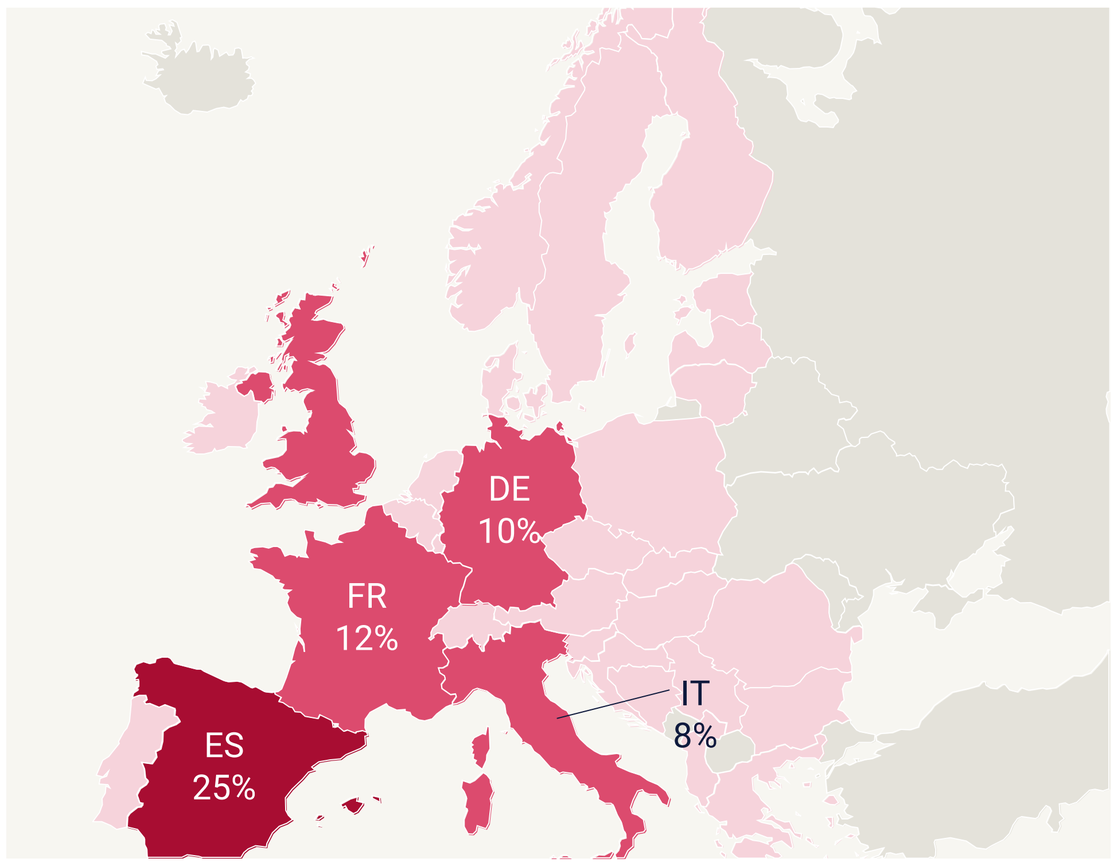
Latin: median of 76 sampled full passes - 6 day passes
Breaking: medians of the prices found in a random sample of 30 events

DISTRIBUTION OF THE EVENTS IN EUROPE

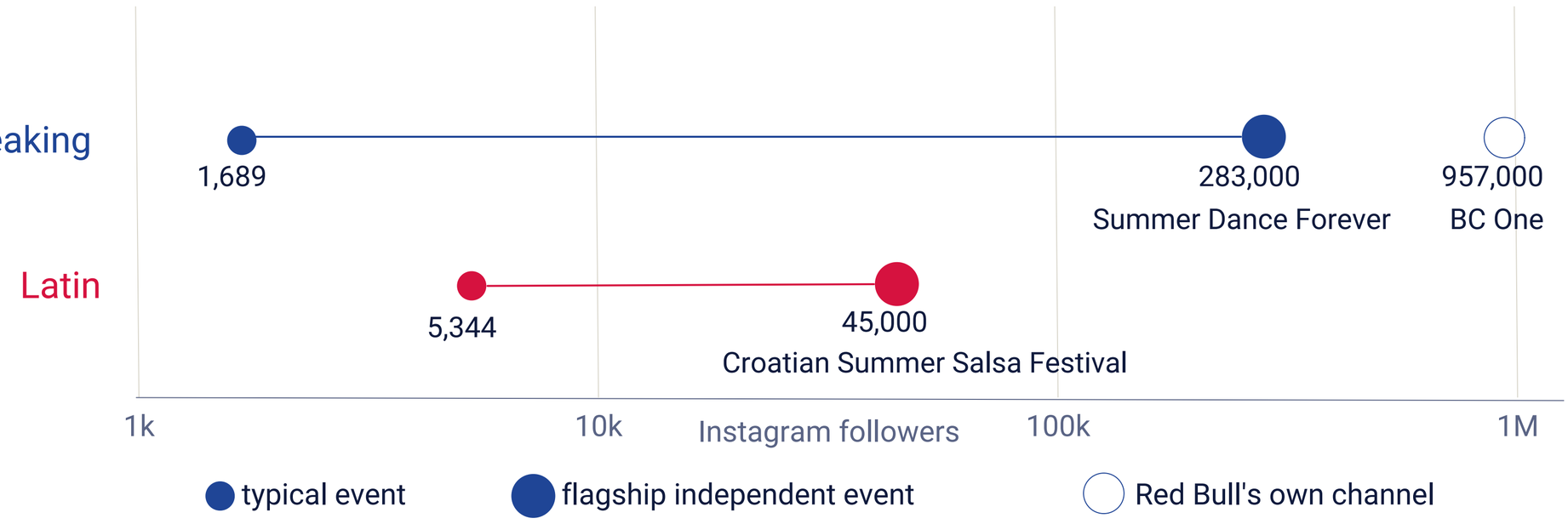
Breaking, past 12 months (n = 231)



Latin, past 12 months (n = 306)



Breaking attention sits at the top (with Red Bull) - Latin's attention is on the dancers



typical = median of representative events of each world, matched to the country mix of the census (latin n=18, breaking n=30)

A few artists in latin connect most congresses



Share of the 61 congresses with a published line-up, adding at each step the artist who covers most new congresses.

Latin retains the same or more social network coverage than breaking

4.3 million - median 108k

Instagram followers
of the 30 most followed breakers

6.5 million - median 119k

Instagram followers
of the 30 most followed latin dancers

Public profile pages, read 21-24 October 2026; 22 of the 30 are bachata. The list is the most followed among the dancers found (not a census).
The 7 most booked artists are in the latin top 30 with

WHAT IT COULD MEAN FOR RED BULL

- Definition of a strategy for product & brand presence at competitions, congresses and their night socials, *as Red Bull already does at Dance Your Style activations (Open'er zone, London Weekender) and with F45.*

NEXT STEP

The study is a work in progress: I paused it to apply.

Pilot, two possible ways:

Agile: one activation at an established congress, agreed with the organiser, measured in cans, contacts and dancers' feedback. I already have contacts and organisers interested.

Sprinkler: connect with several organisers/dancers and find out how an activation could work across their events.

Questions worth exploring with the team:

Could the participation approach of Dance Your Style serve social dance nights or latin competitions?

Does an adult social-dance crowd (age about 20-60, travelling, dancing through the night) fit the audiences Red Bull wants to reach?

What would make a pilot convincing: cans, contacts, content, or something else?

Research done, not yet included in this document:

- Events and competitions census at a worldwide level
- Interviews and talks with organisers
- Ranking of 24 European cities for a possible first activation
- Cost structure model of a latin congress

Method

Census of event calendars (and8.dance and breaking-calendar.com for breaking; goandance.com, latindancecalendar.com and salsavida.com for Latin); representative events per world for Instagram followers; flagship pages read one by one. The scripting for the collected data was carried out with the help of Claude Code. This document consists of public sources only, read between 18 and 28 October 2026.

Cautions

Event counts are minimums, since no calendar lists every event; in Europe the breaking calendar seems to be strongest in German-speaking countries, and a recapture estimate on two calendars gives about 300 breaking events a year; past latin listings come mainly from one calendar (latindancecalendar.com, 303 of 306); shares are of listings, not people; sizes are stated by organisers; followers show attention, not attendance.

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