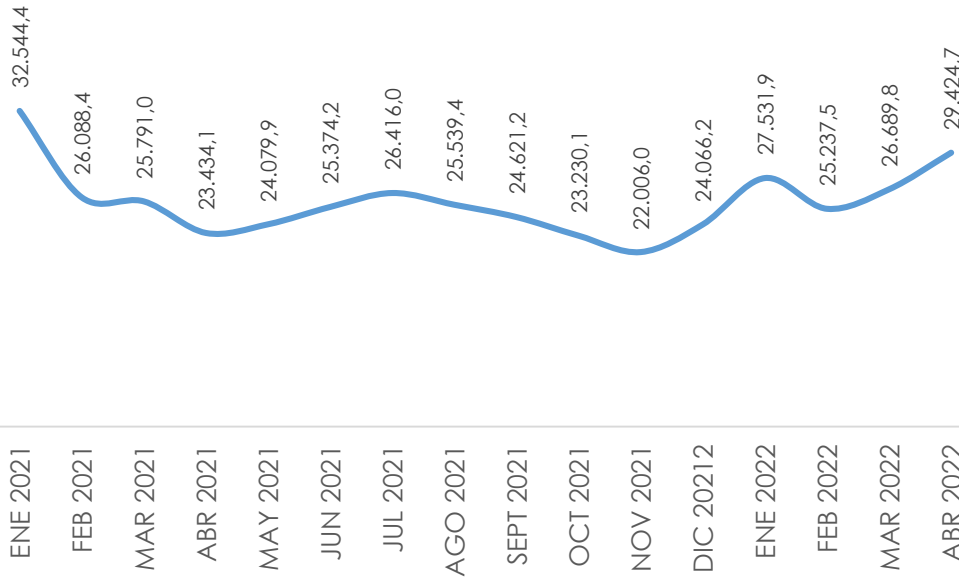


PDM Abril'22

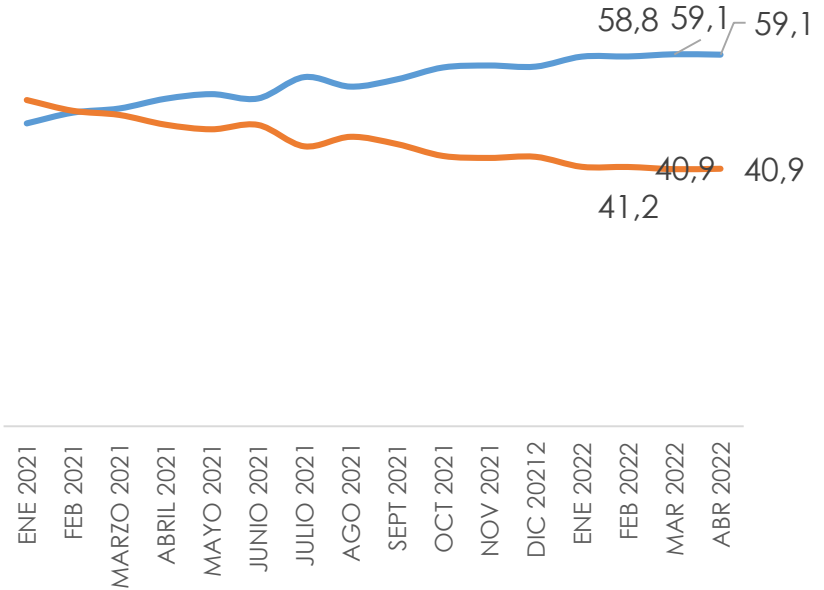
INDUSTRIA REFRESCOS

+10%



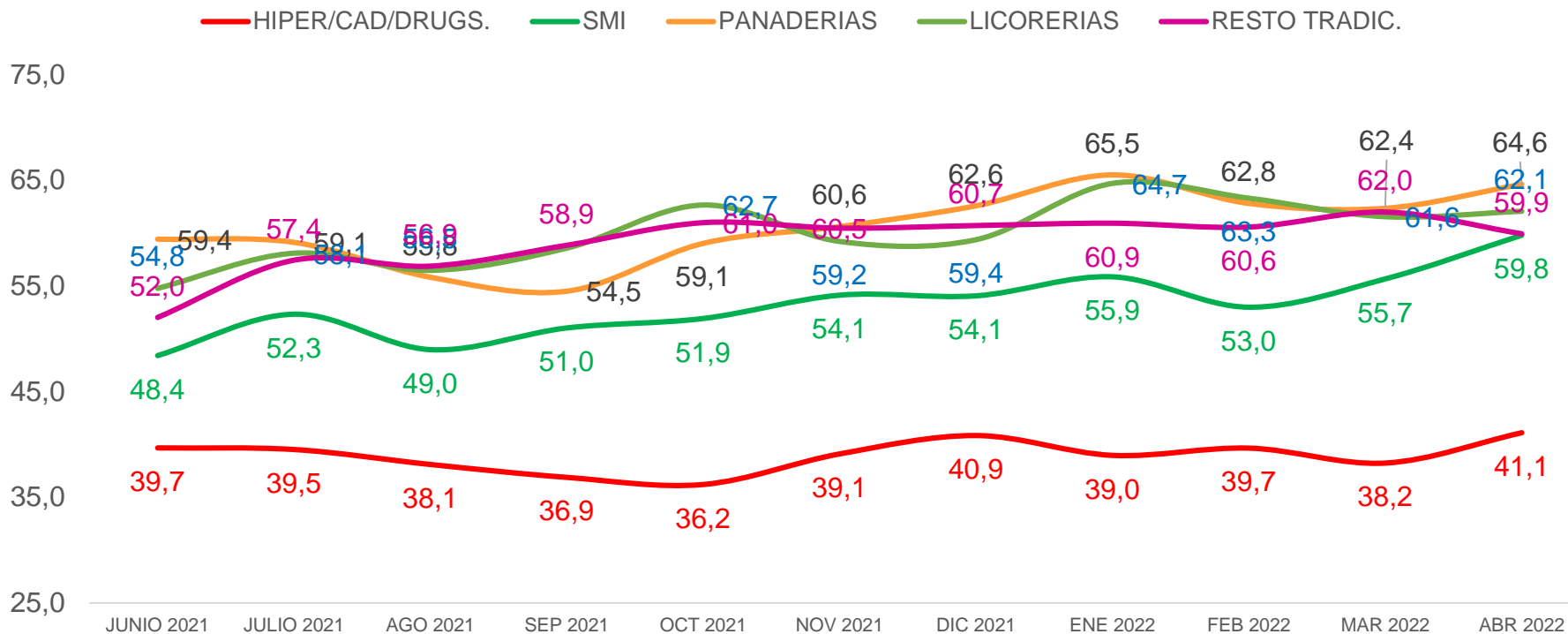
PDM PCV VS KOF

FLAT



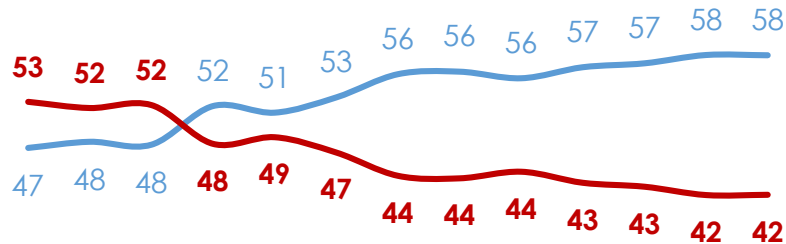
— PEPSICO — COCA-COLA COMPANY

PDM PCV POR SEGMENTO - TOTAL REFRESCOS



COLA NEGRA TOTAL

-0,0 pp

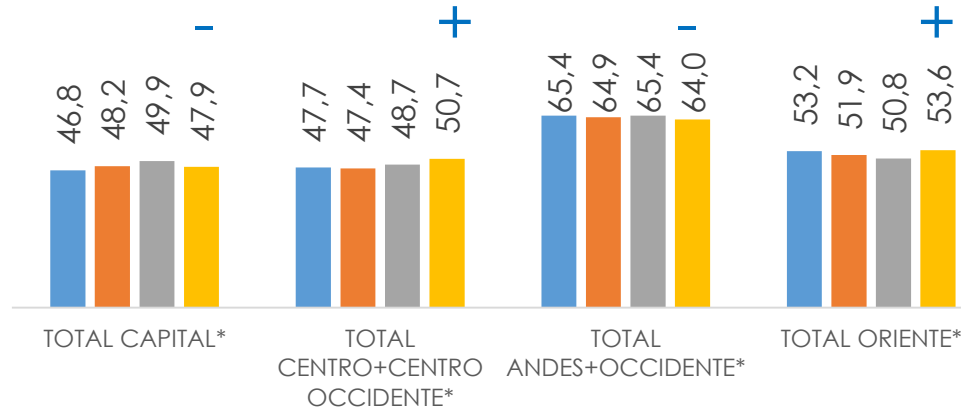


ABR 2021 MAY 2021 JUN 2021 JUL 2021 AGO 2021 SEPT 2021 OCT 2021 NOV 2021 DIC 2021 ENE 2022 FEB 2022 MAR 2022 ABR 2022

— Pepsico, Cola Negra

— Coca-Cola Company, Cola Negra

PDM CN PCV POR TERRITORIO



■ ENERO 2022

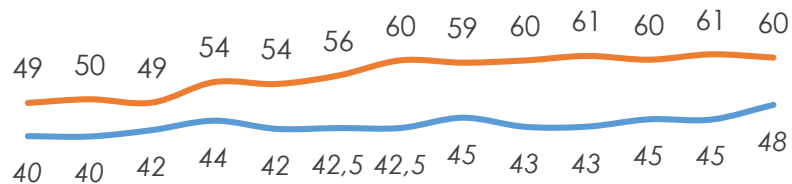
■ FEBRERO 2022

■ MARZO 2022

■ ABRIL 2022

CN PCV POR CANAL

-0,8pp



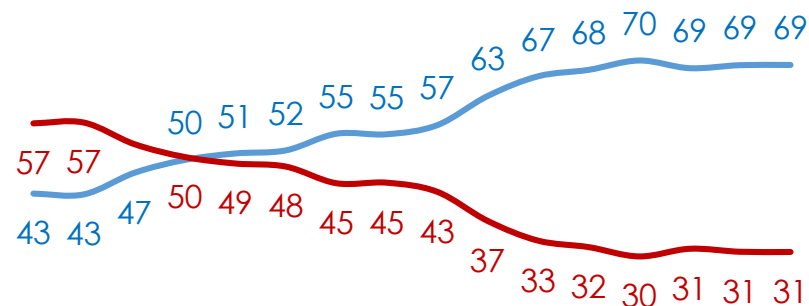
— Autoservicio

— Tradicional

+3,8pp

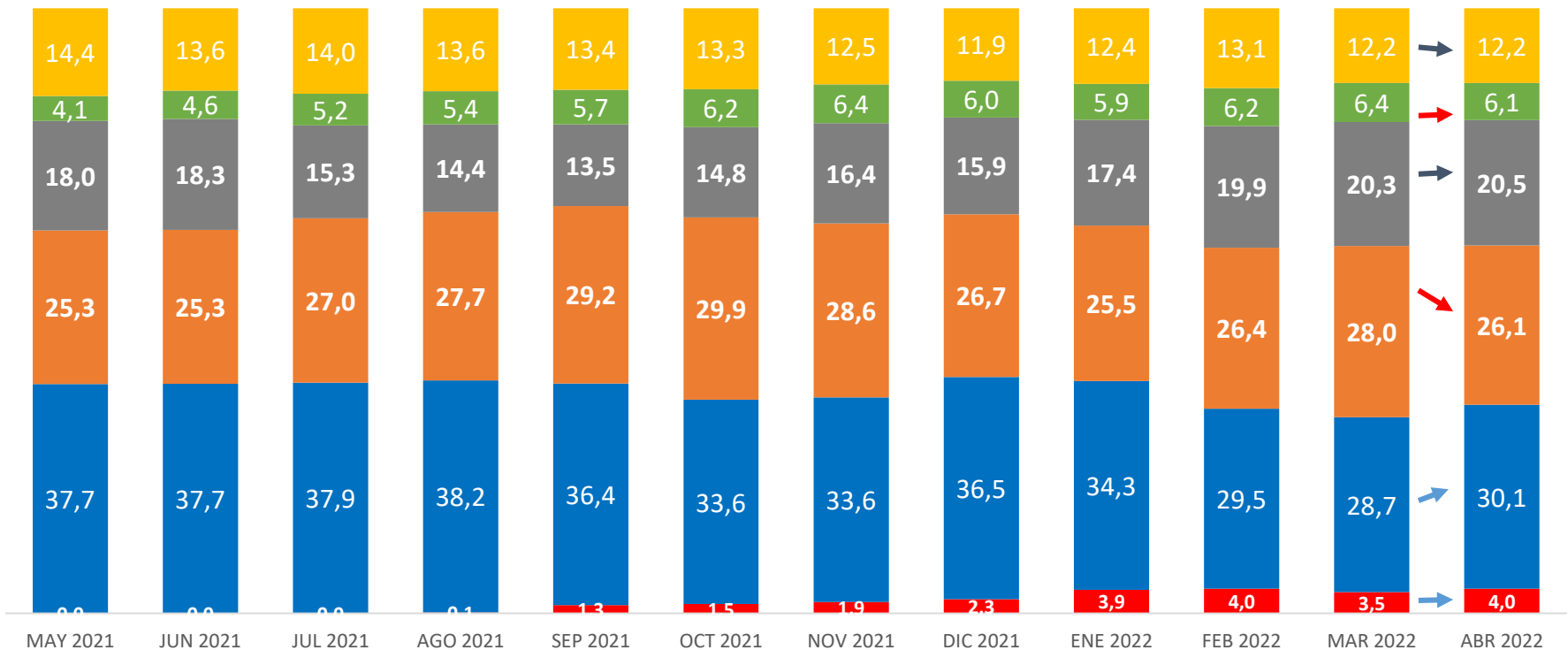
COLA NEGRA TOTAL MCBO

0,0pp



MIX EMPAQUES COLA NEGRA +BBRANDS

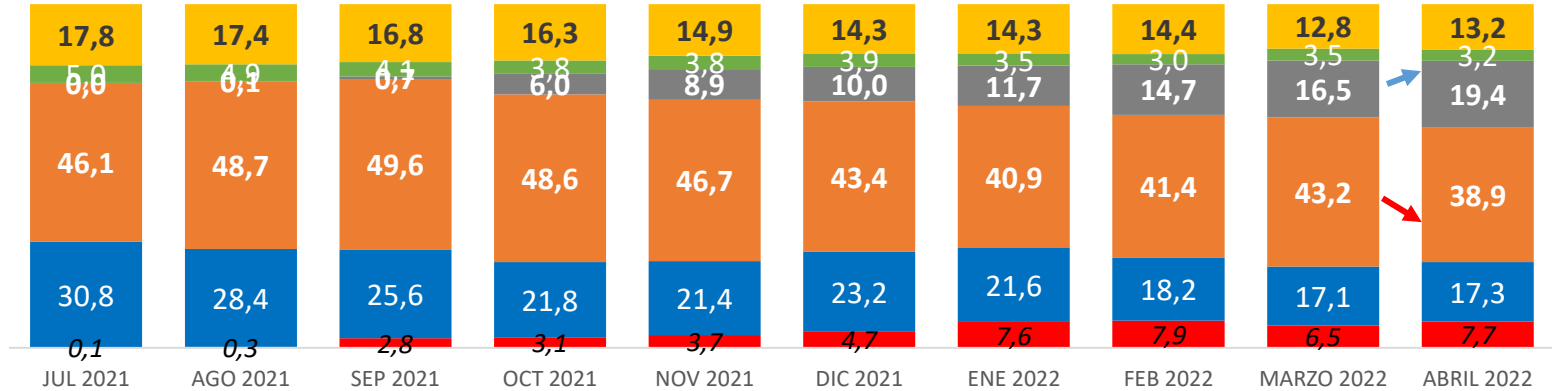
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



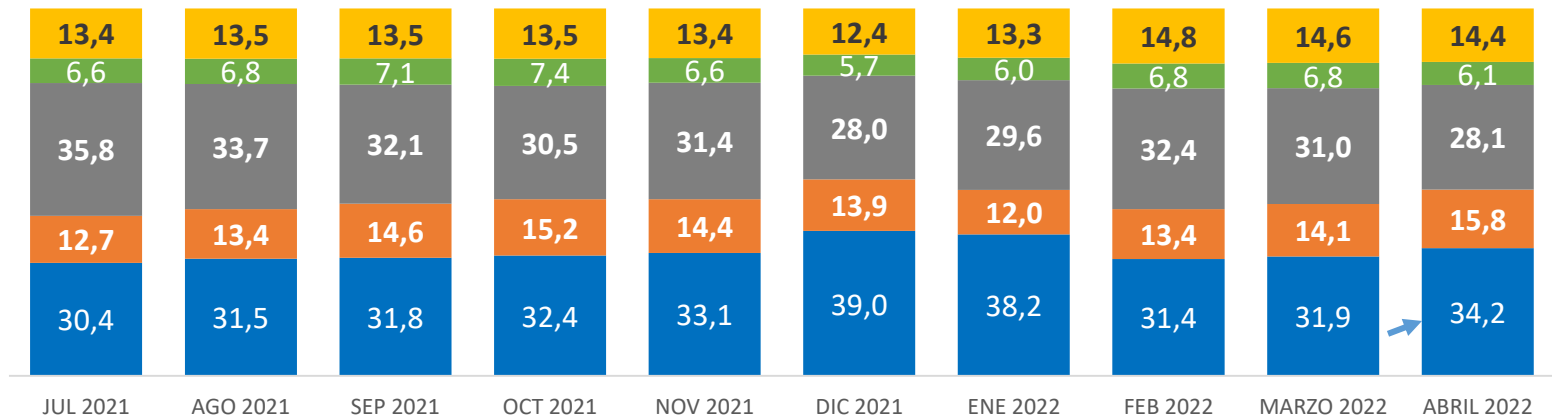
MIX COLA NEGRA FABRICANTES

■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET

PCV

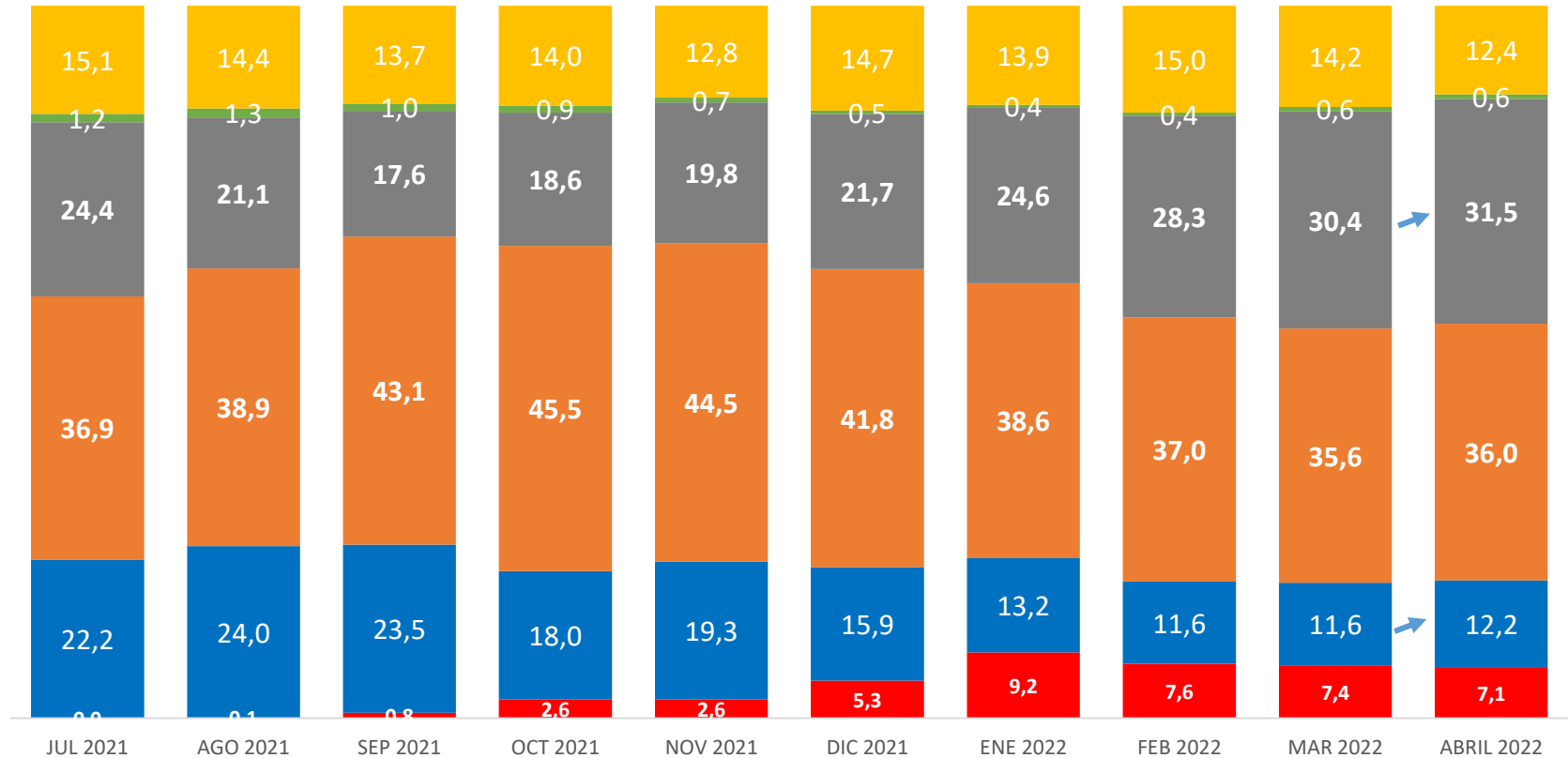


COKE



MIX COLA NEGRA +B BRANDS (MARACAIBO)

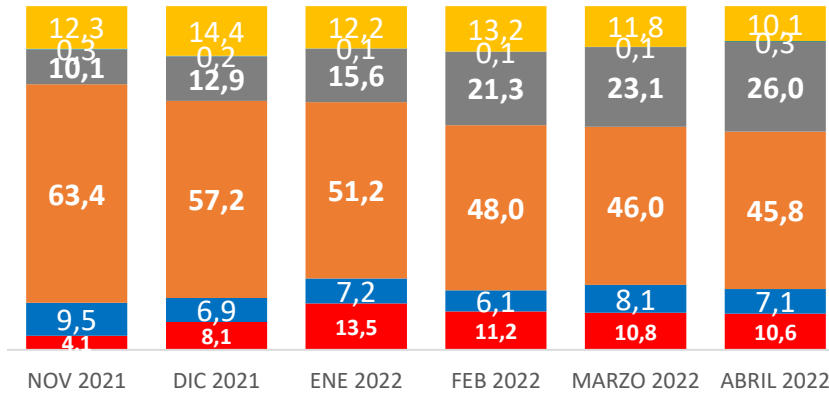
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



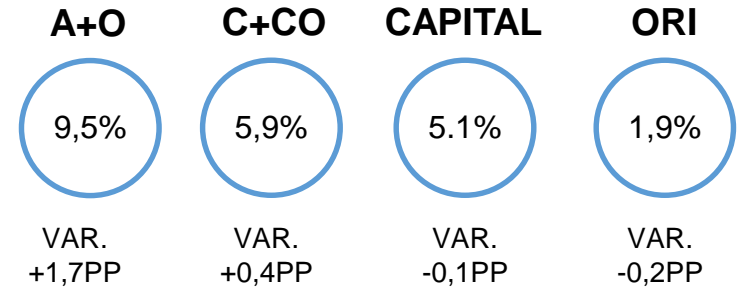
MIX COLA NEGRA MCBO FABRICANTES

■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET

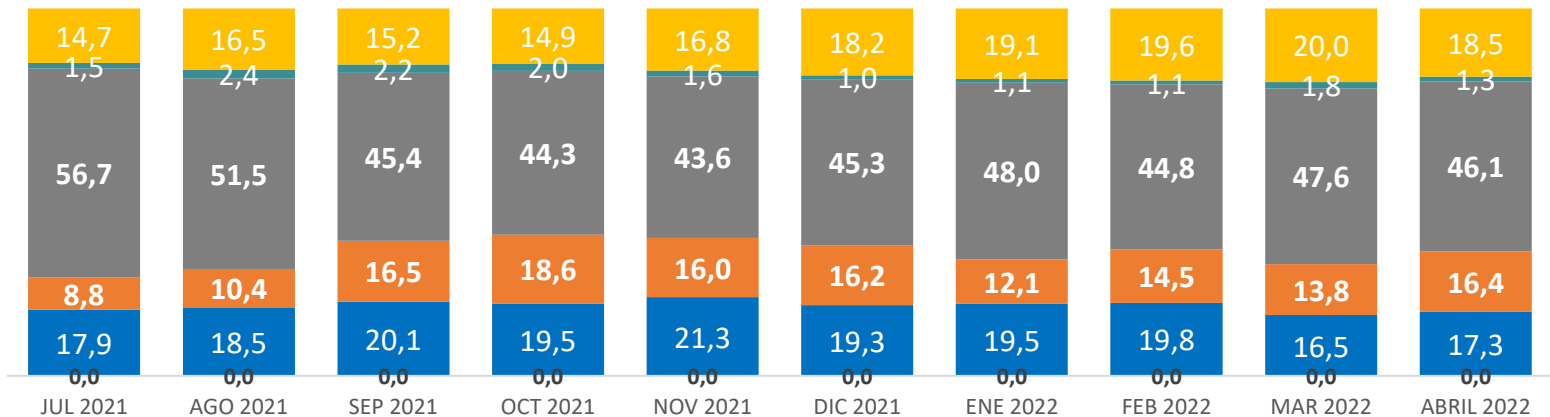
PCV



MIX 2,5L PCV – ABR'22

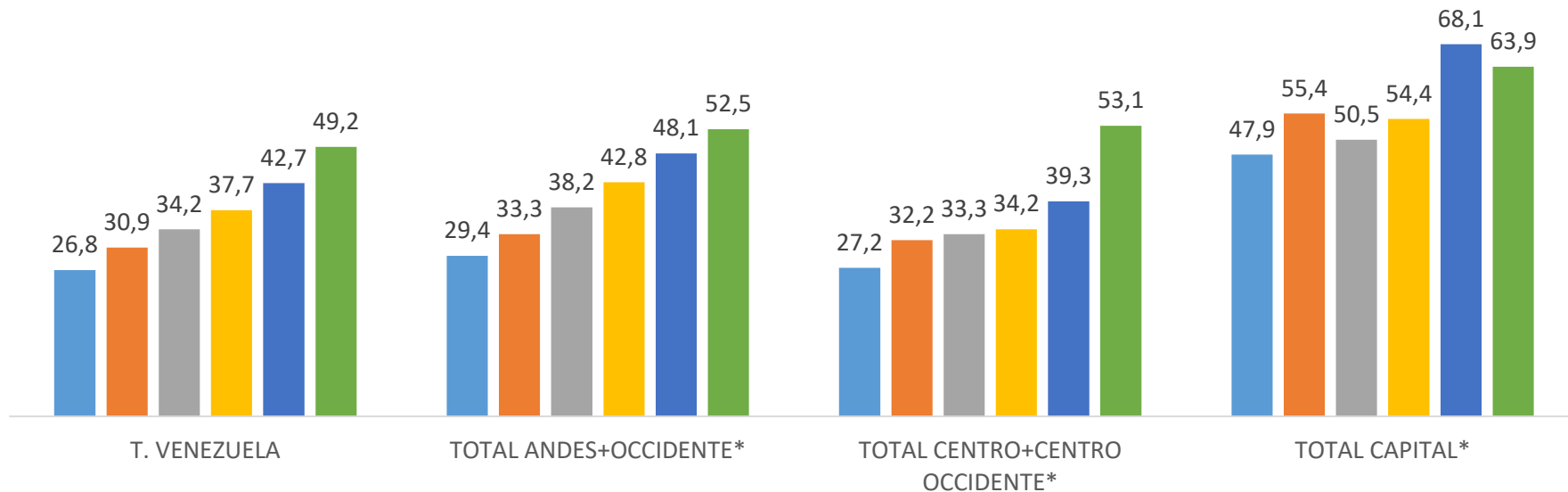


COKE



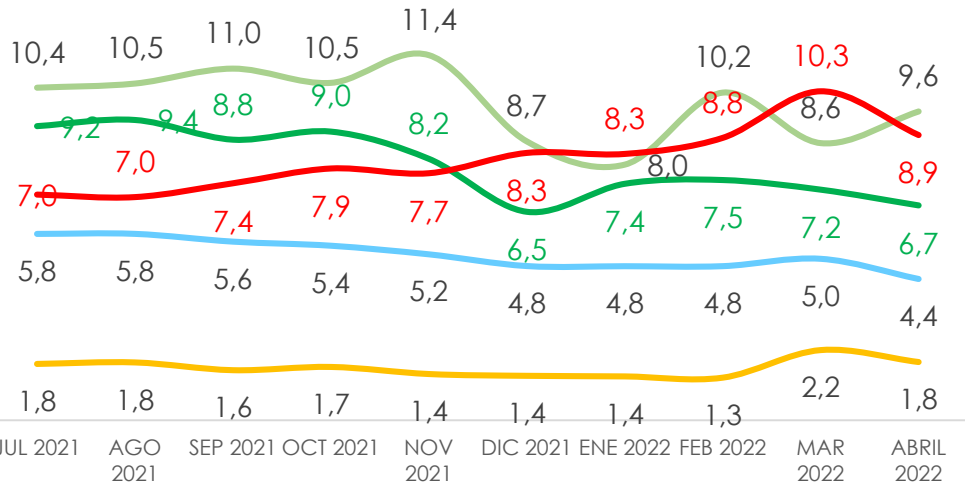
EVOLUCIÓN PDM 1,25L PCV - LOCALIDADES

■ NOVIEMBRE 2021 ■ DICIEMBRE 2021 ■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022

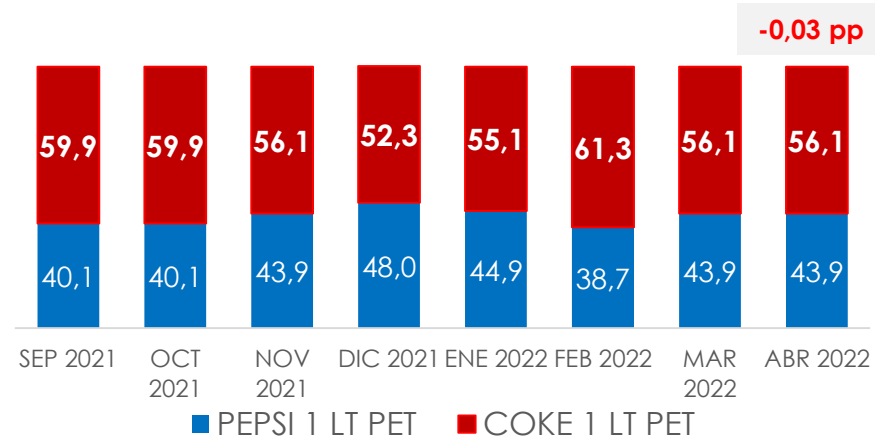


1L Pet cae en el mix en todos los Territorios menos Capital La PDM de PCV se mantiene estable.

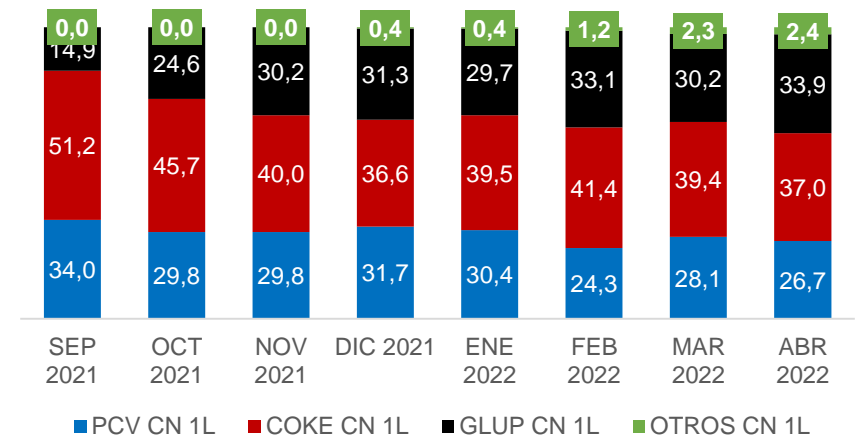
1 lt. PET. CN MIX DE EMPAQUES (PCV+KOF)



1 lt. PET. PDM CN REGULAR PCV+KOF



PDM 1L CN+BBrands

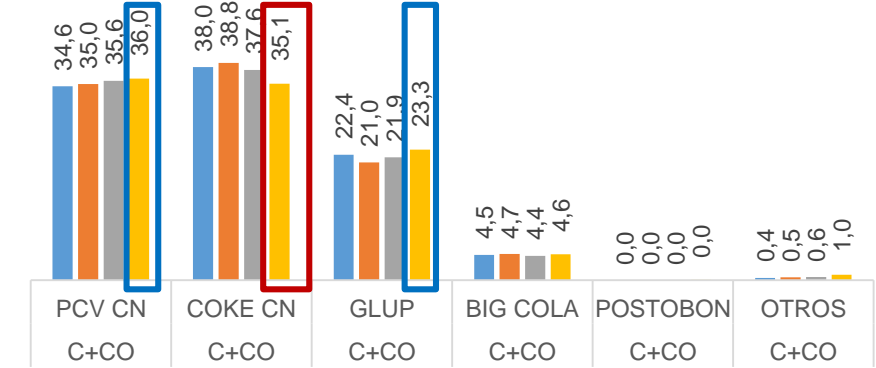
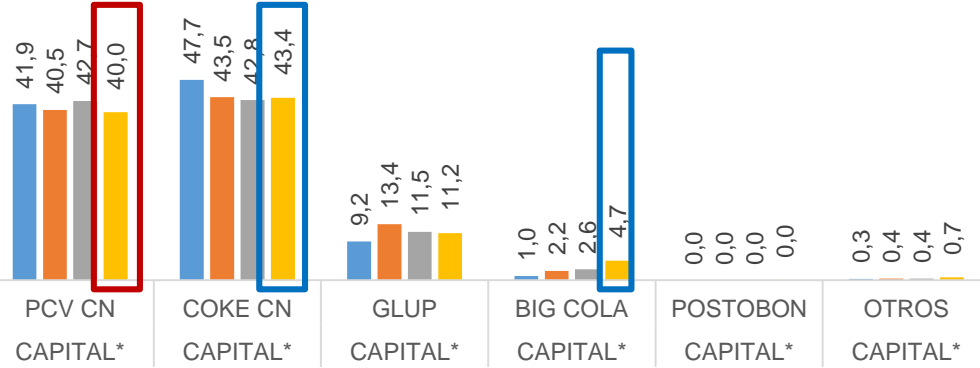


CARACAS VALENCIA

CN POR TERRITORIO

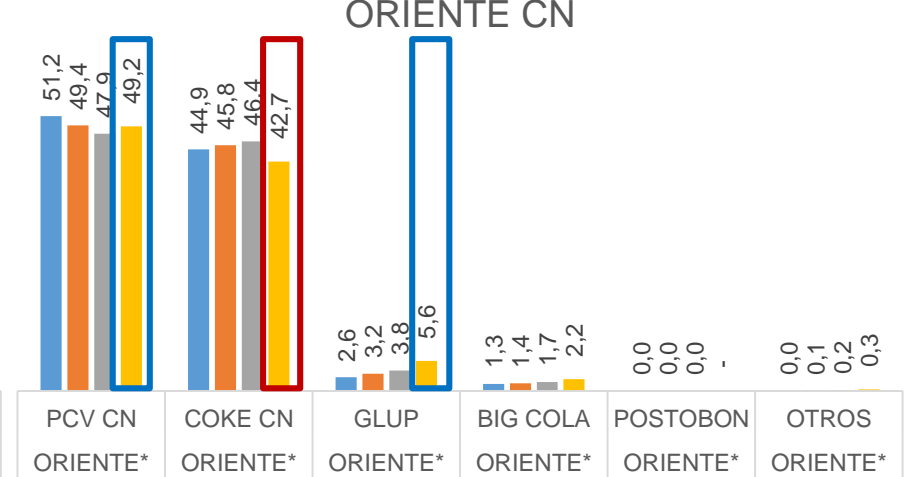
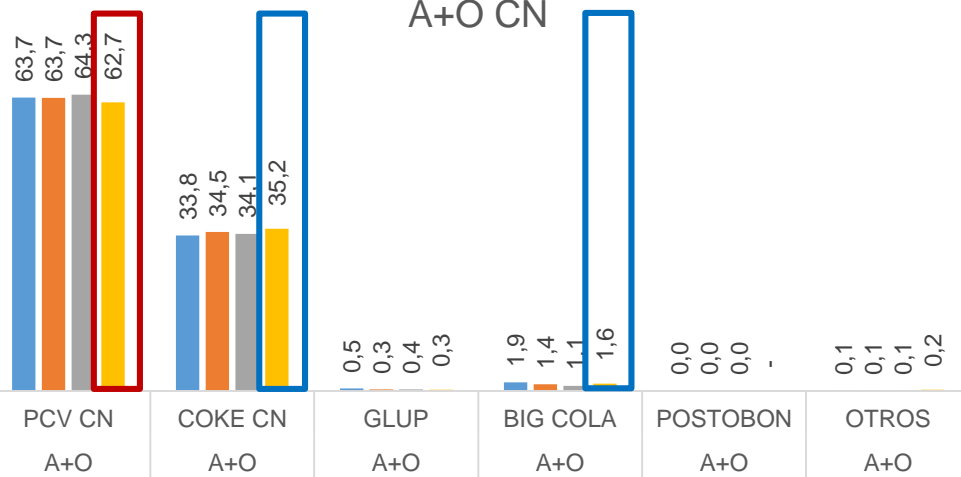
CAPITAL CN

C+CO CN



A+O CN

ORIENTE CN



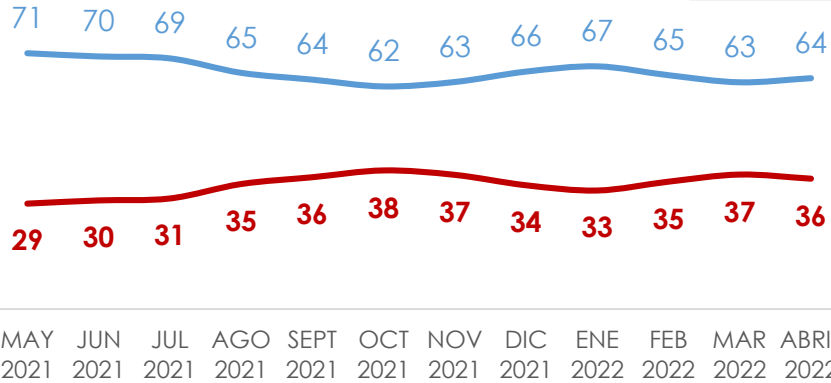
■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022

■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022

PDM Lima - Limón

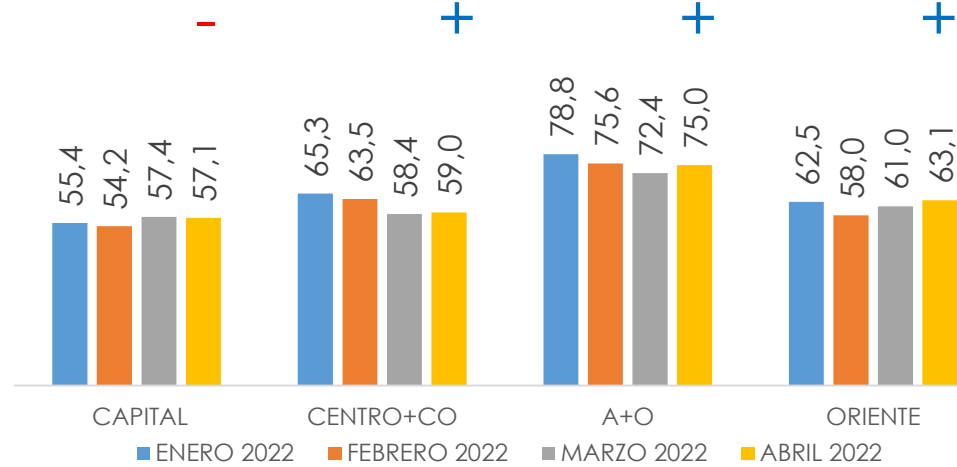
LL PCV VS KOF

+1,1 pp



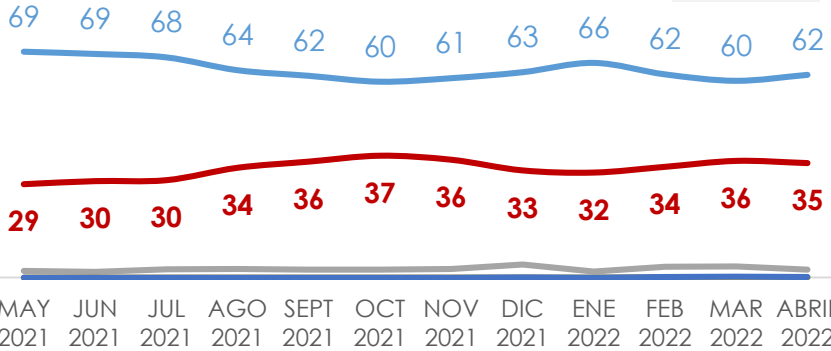
— 7up — Coke

PDM LL PCV POR TERRITORIO



LL+BBRANDS TOTAL

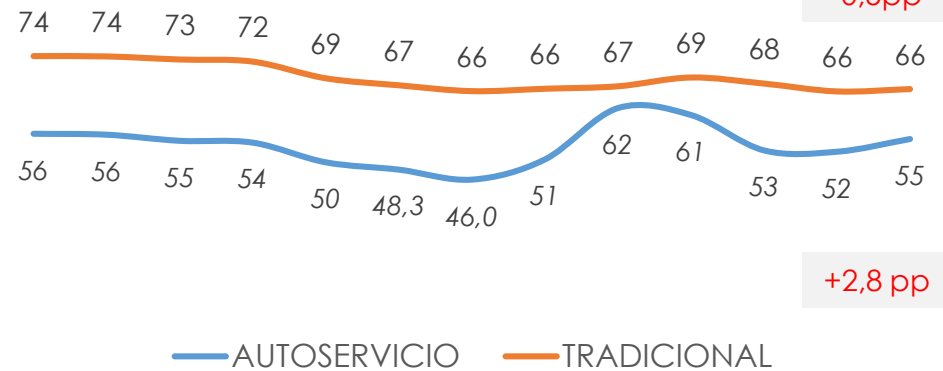
+1,8 pp



— 7up — Coke — Glup — Ajeven — Otros

LL PCV POR CANAL

-0,5pp



+2,8 pp

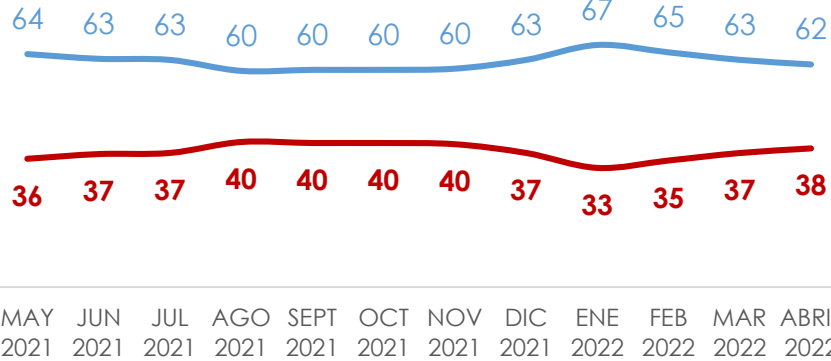
— AUTOSERVICIO — TRADICIONAL

PDM Sabores

PCV cae por 3 mes, presentando oportunidades en 3 de los 4 territorios, principalmente en los segmentos tradicionales.

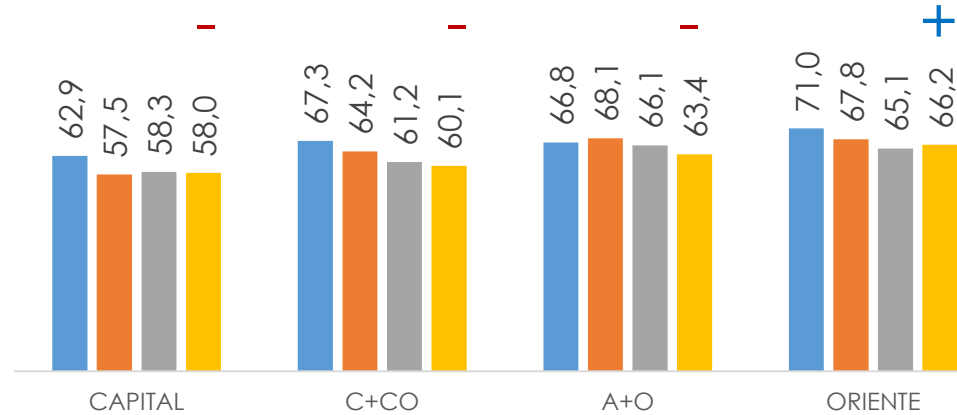
Sabores PCV VS KOF

-1,3 pp



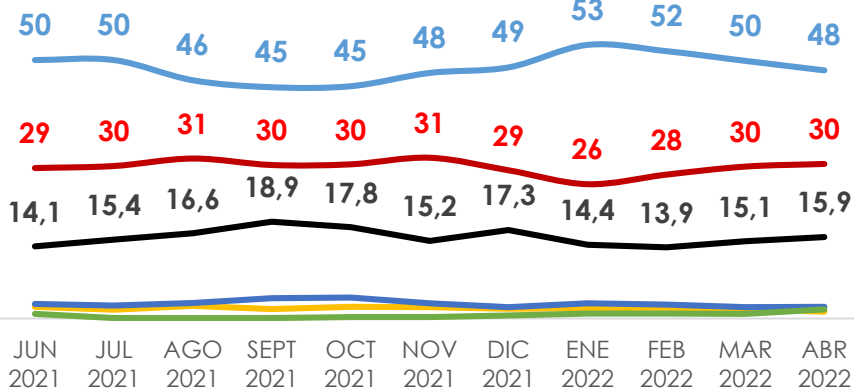
— 7up — Coke

PDM SAB PCV POR TERRITORIO



SAB+B BRANDS TOTAL

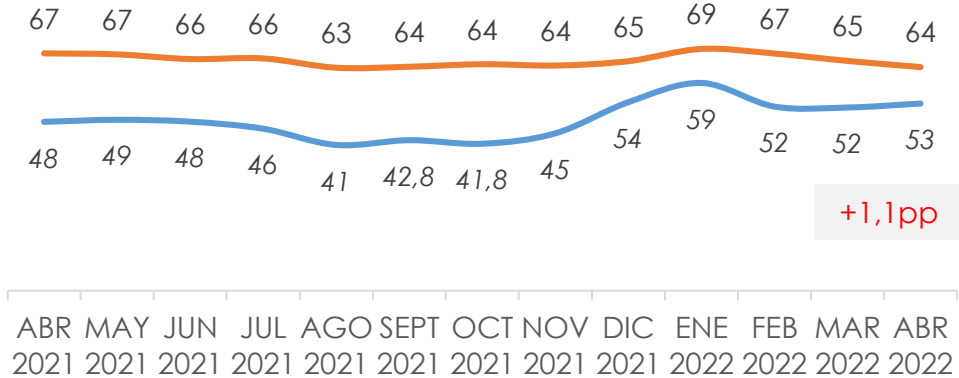
-1,8 pp



— Golden — Coke — Glup — Ajeven — Postobon — Otros

SAB PCV POR CANAL

-1,8 pp

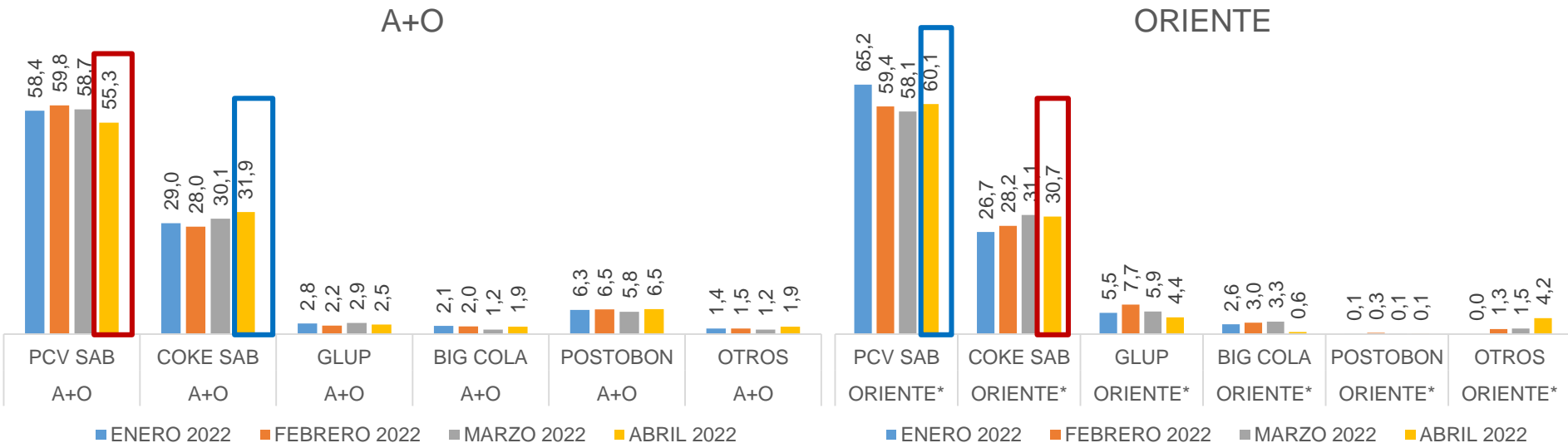
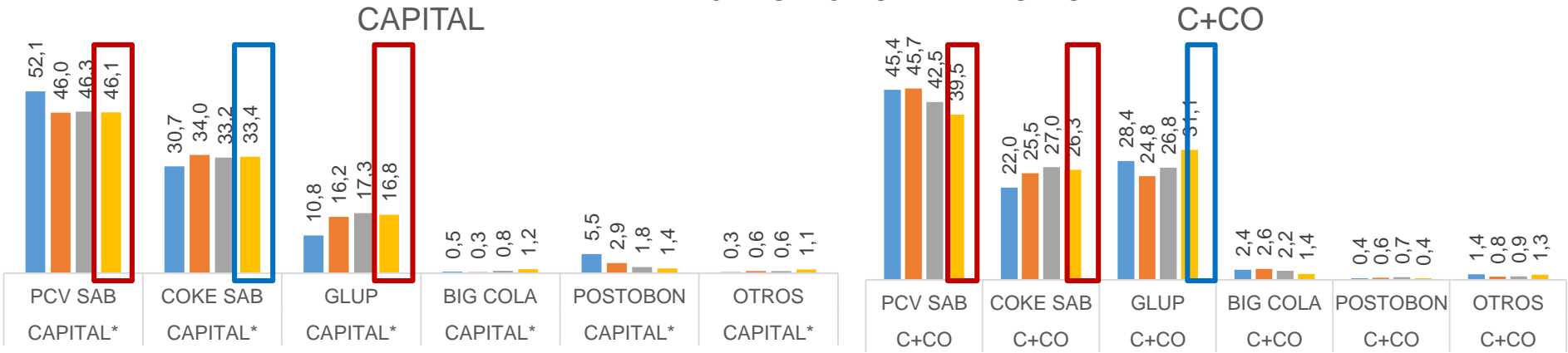


— AUTOSERVICIO

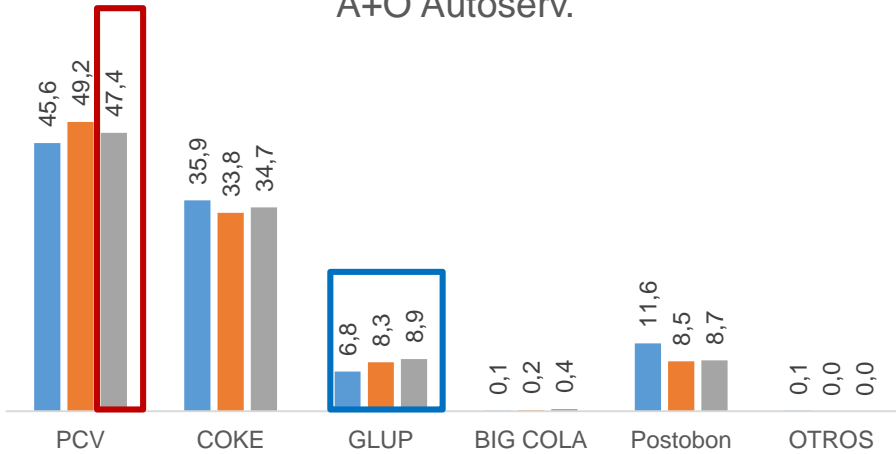
— TRADICIONAL

Peso 1 lt Mix Empaques: 10%. PDM:
Glup 51.9% / KOF: 36.3% / PCV 11.8%

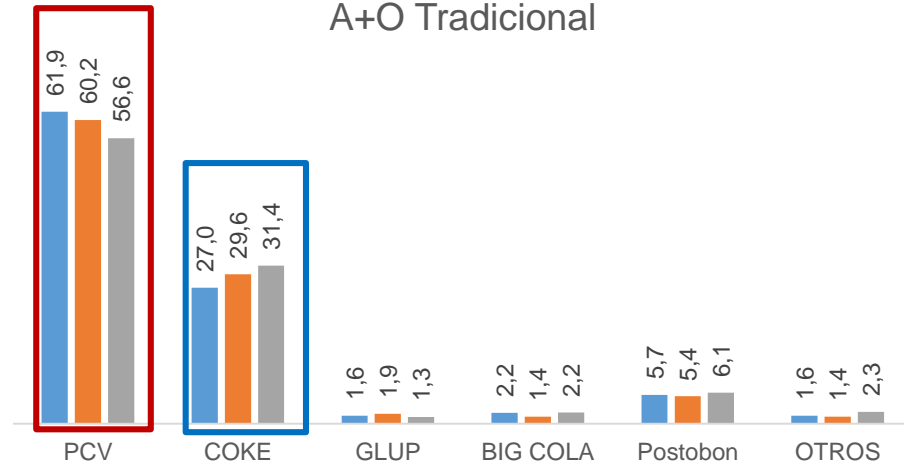
SABORES POR TERRITORIO



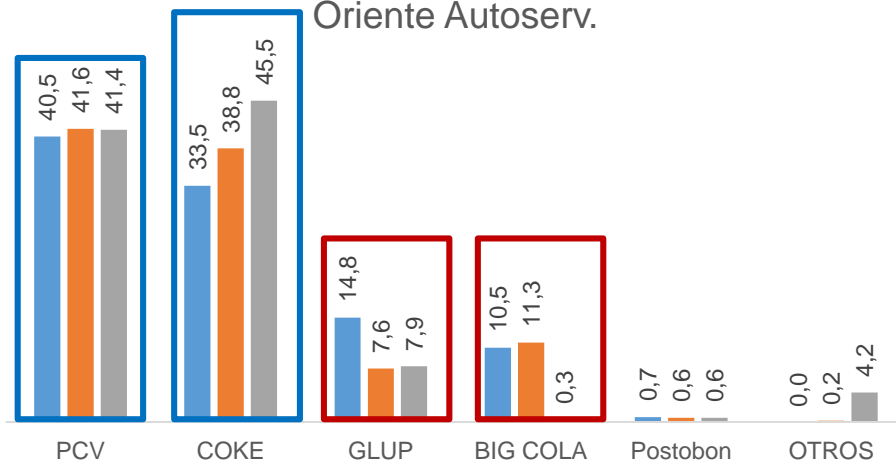
A+O Autoserv.



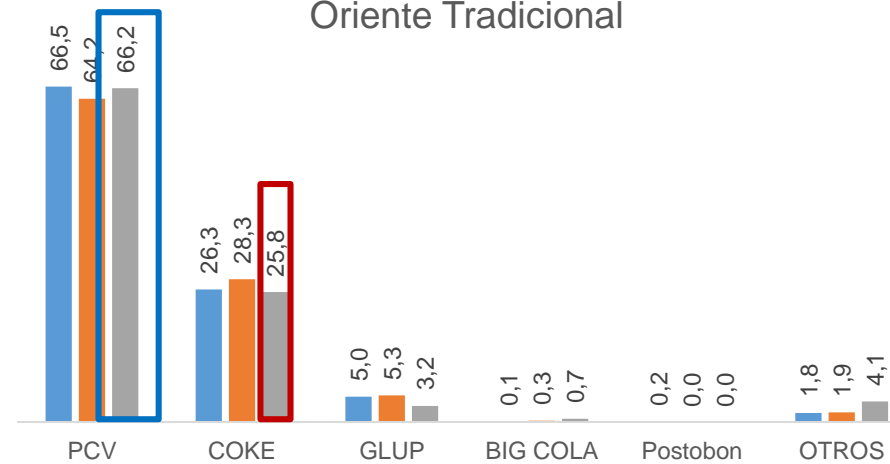
A+O Tradicional



Oriente Autoserv.

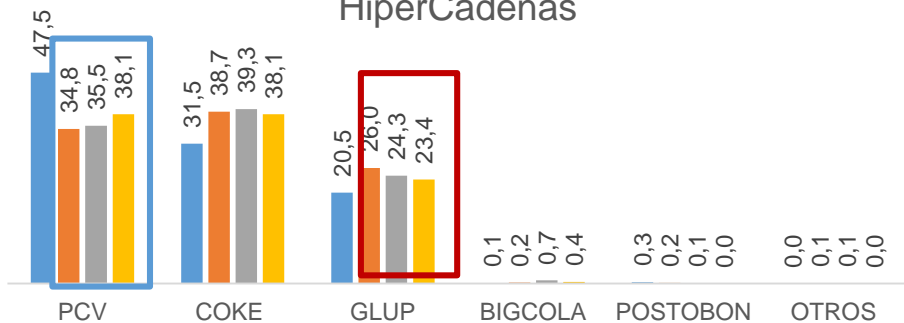


Oriente Tradicional

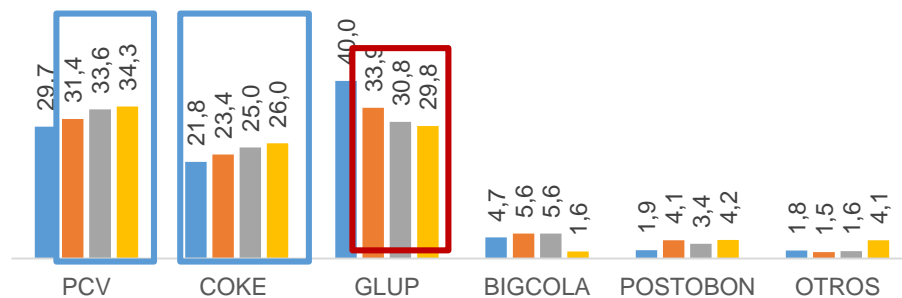


PCV se recupera en autoservicios, capitalizando caídas de Glup. Licorerías y panaderías presentan las caídas más acentuadas en tradicional

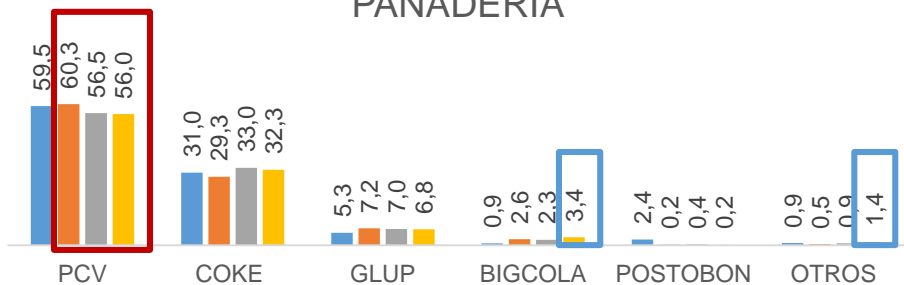
HiperCadenas



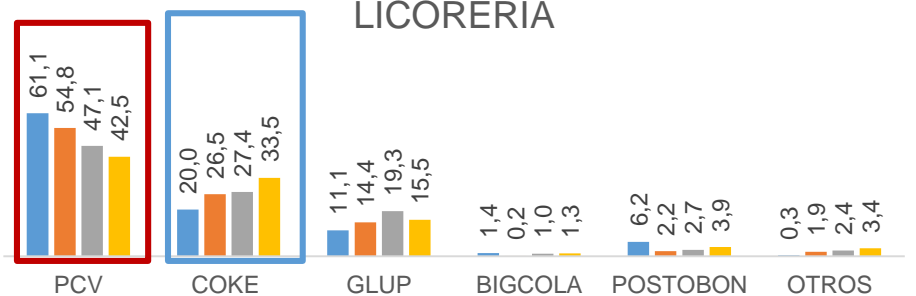
SMI



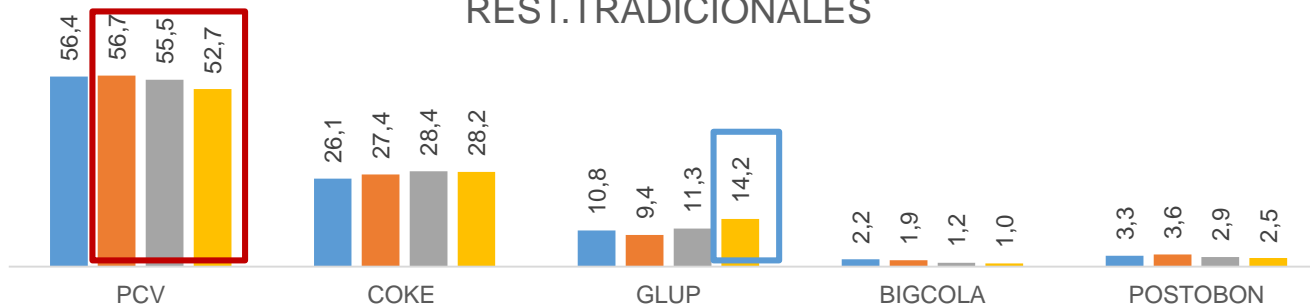
PANADERIA



LICORERIA



REST.TRADICIONALES



■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022