

# Coca-Cola®

## ZERO SUGAR

is a must-have addition to your beverage line-up!



**TARGET DRINKERS:** 19-34 Years Old, Male/Female Split, Multicultural

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### BRAND STRENGTH



**+16% Retail Dollars**  
Average 3-Year Growth Rate<sup>1</sup>

Coca-Cola® Zero Sugar drove 27% of all Diet Cola category growth<sup>2</sup>

### FULL PORTFOLIO OPPORTUNITY



**+29% extended consumer group<sup>3</sup>**

Adding Coke Zero Sugar to Coke, Diet Coke and Sprite will expand the number of guests interested in buying a beverage (by 29%!).

Only 10% of buyers purchase both Coke® Zero Sugar and Diet Coke<sup>4</sup>



**#1**  
**#2**

Together, Diet Coke® and Coca-Cola® Zero Sugar are the #1 and #2 Diet Brands!

**OBJECTIVE:** Add Coke Zero Sugar to expand guest choice—and grow beverage incidence!

Sources: 1) (Compound Annual Growth Rate) Numerator New Buyer Analysis (08/09/2021 – 12/26/2021); 2) Nielsen Total US All Measured Channels YTD w/e 4/9/22; 3) NPD Group Coke Zero Buyer Analysis February 2021 (NPD Group/Checkout 12ME December 2020 | Off Premise Brand Assortment Research 2020 | BEV 360 2020; 4) The NPD Group/Checkout 12ME December 2020. Buyers are an aggregate of three of the top 10 national QSR customers - Coke Zero & Diet Coke consumers.



# BEVERAGE GROWTH OPPORTUNITY FOR YOUR BUSINESS

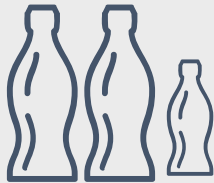
## COKE® ZERO SUGAR GROWTH MOMENTUM CONTINUES!

### THE SITUATION

**COKE® ZERO SUGAR IS THE #2 DIET CSD BRAND BEHIND #1 DIET COKE®<sup>1</sup>**



Coke® Zero Sugar **drove 22%** of Diet SSD category \$ growth FY 2022<sup>1</sup>



Coke® Zero Sugar is **2.5X** bigger than its next two competitors COMBINED<sup>1</sup>



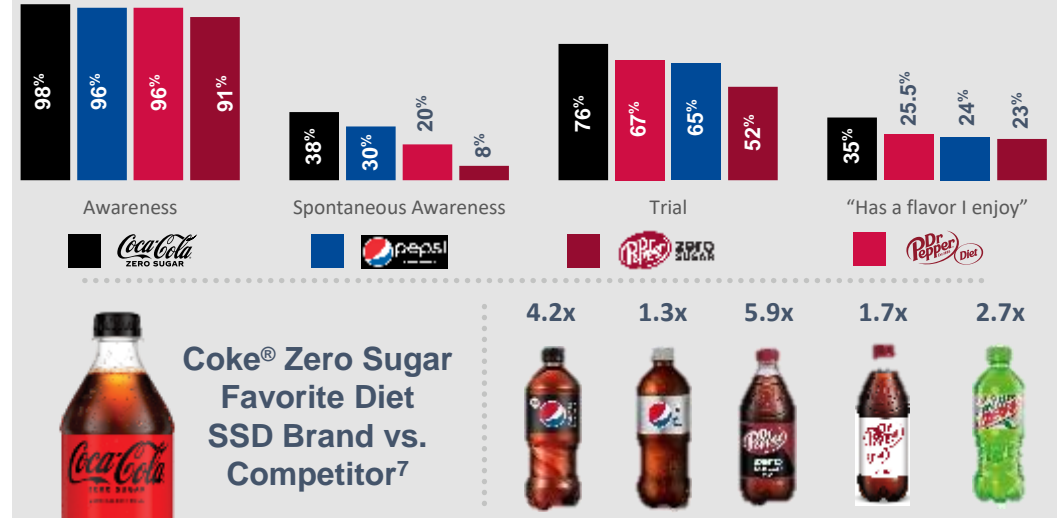
Coke® Zero Sugar **+14% \$ VOLUME** 3-year CAGR<sup>1</sup>



**Fastest Growth Rate On Coca-Cola Freestyle®!**

out of top 10 TMs, nearly doubling other TMs<sup>2</sup>

### COKE® ZERO SUGAR ADVANTAGE<sup>6</sup>



### CONSUMER TARGET

**COKE® ZERO SUGAR ATTRACTS A DIFFERENT GUEST THAN DIET COKE®**



Coke® Zero Sugar drinkers **skew younger than Diet Coke® drinkers**



Coke® Zero Sugar drinkers **skew more Multi-Cultural than Diet Coke® drinkers**



Coke® Zero Sugar **appeals to all genders while Diet Coke® (daily) drinkers skew female**

### THE OPPORTUNITY

**COKE® ZERO SUGAR IS PREFERRED WITH MEALS & SNACKS**

**+19%**

vs. nearest competitor<sup>3</sup>

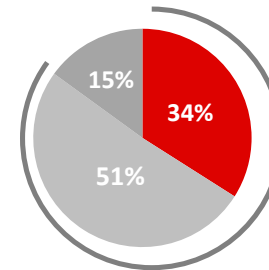
**29% Reach**



**OFFERS UNIQUE REACH**

**+4-percentage point increase in reach!**

Adding Coke® Zero Sugar to Coke®, Diet Coke® and Sprite will capture unique customers<sup>4</sup>



**85%**

of QSR weekly+ guests who drink Diet Coke® or Coke® Zero Sugar are exclusive to one brand!<sup>5</sup>

**ADDING COKE® ZERO SUGAR IS INCREMENTAL TO YOUR BUSINESS**

Sources: 1. Nielsen Total US All Measured Channels FY 2022; 2. CCFS Discovery FY 2022; 3. BEACH 2023 CCZS "Reasons for Drinking"; 4. NPD Group Coke® Zero Buyer Analysis February 2021 (NPD Group/Checkout 12ME December 2020 | Off Premise Brand Assortment Research 2020 | BEV 360 2020; 5. DINE 2022 YTD, NPD Checkout: Buyers are an aggregate of three of the top 10 national QSR customers - Coke® Zero & Diet Coke® consumers; 6. BEACH 2022; 7. Coca-Cola DINE360, Total U.S., Annual 2022, Favorite Diet SSD Brand Among P12M Diet SSD Drinkers