

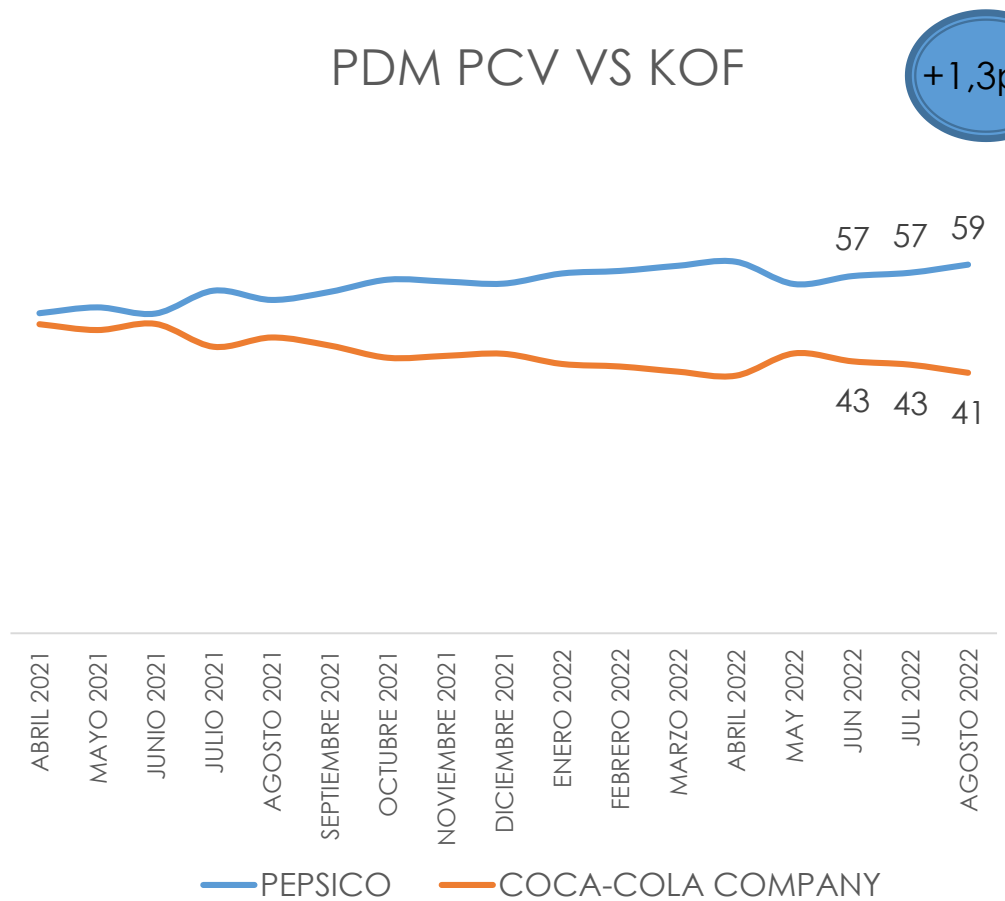
PDM AGOSTO'22

INDUSTRIA REFRESCOS



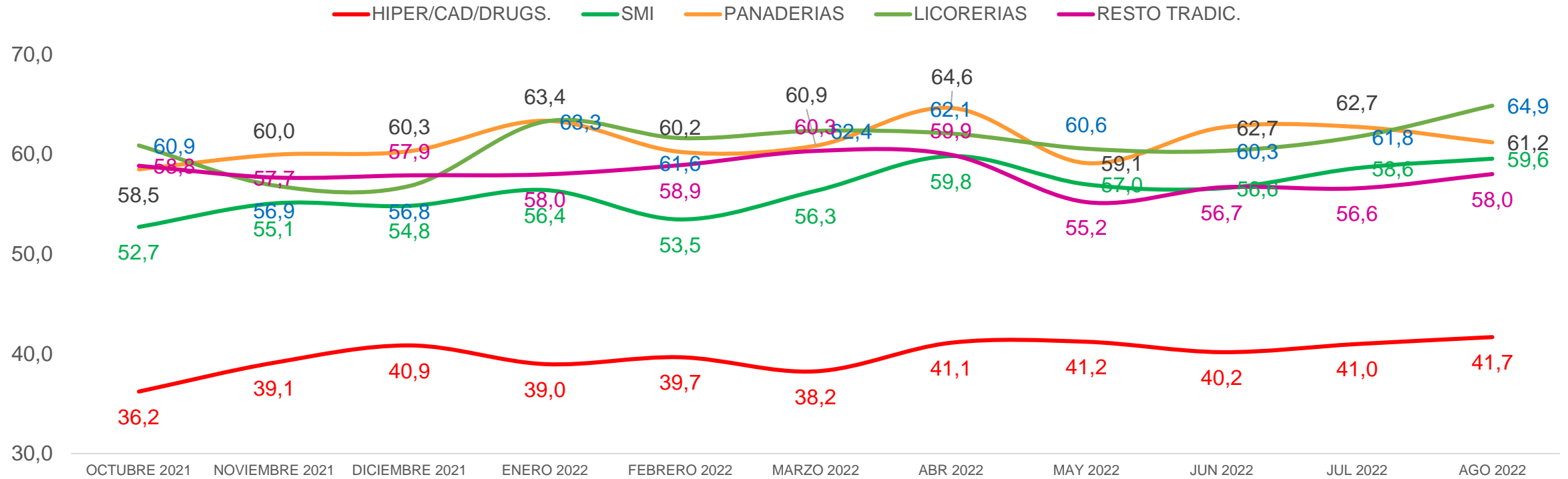
+8,5%

PDM PCV VS KOF



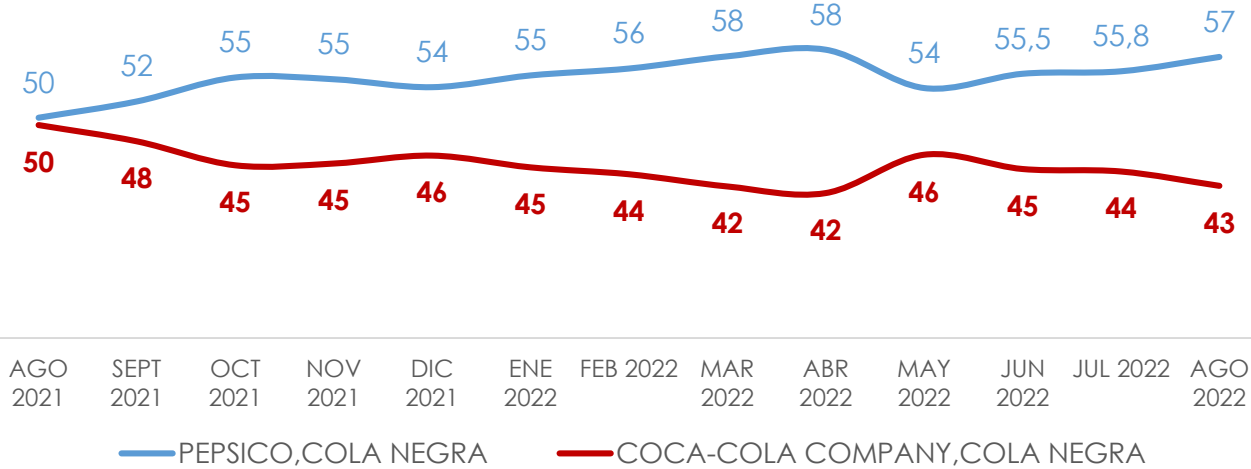
+1,3pp

PDM PCV POR SEGMENTO - TOTAL REFRESCOS

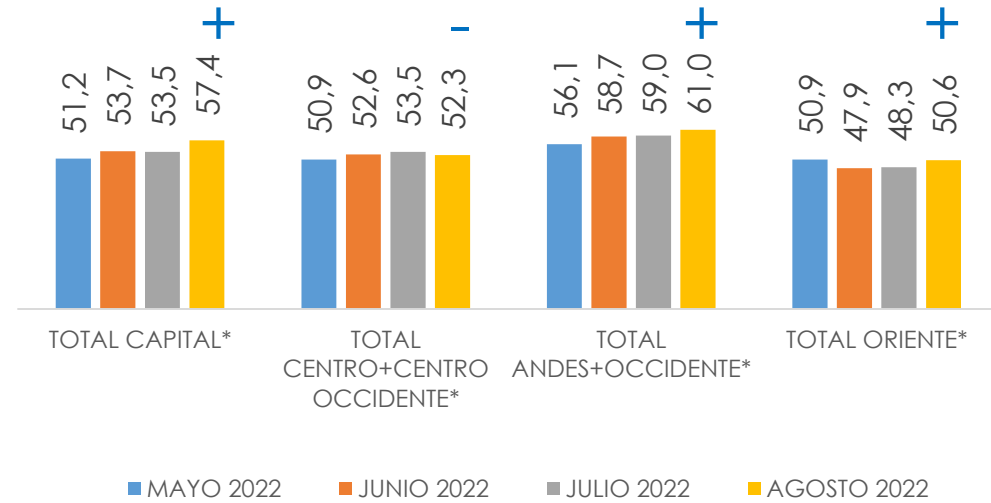


COLA NEGRA TOTAL

+1,7 pp

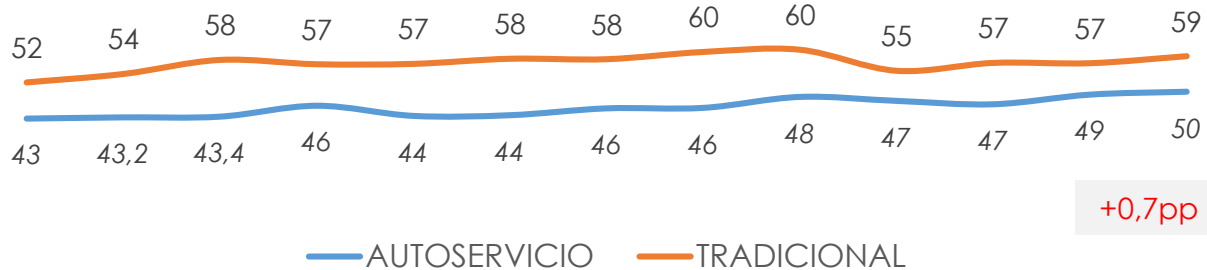


PDM CN PCV POR TERRITORIO



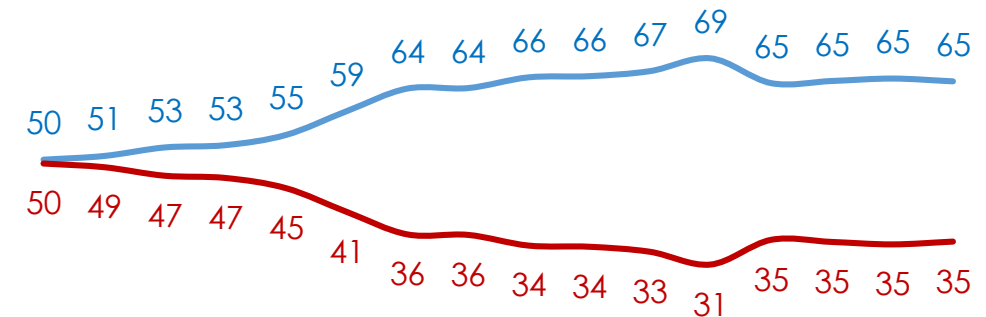
CN PCV POR CANAL

+1,8pp



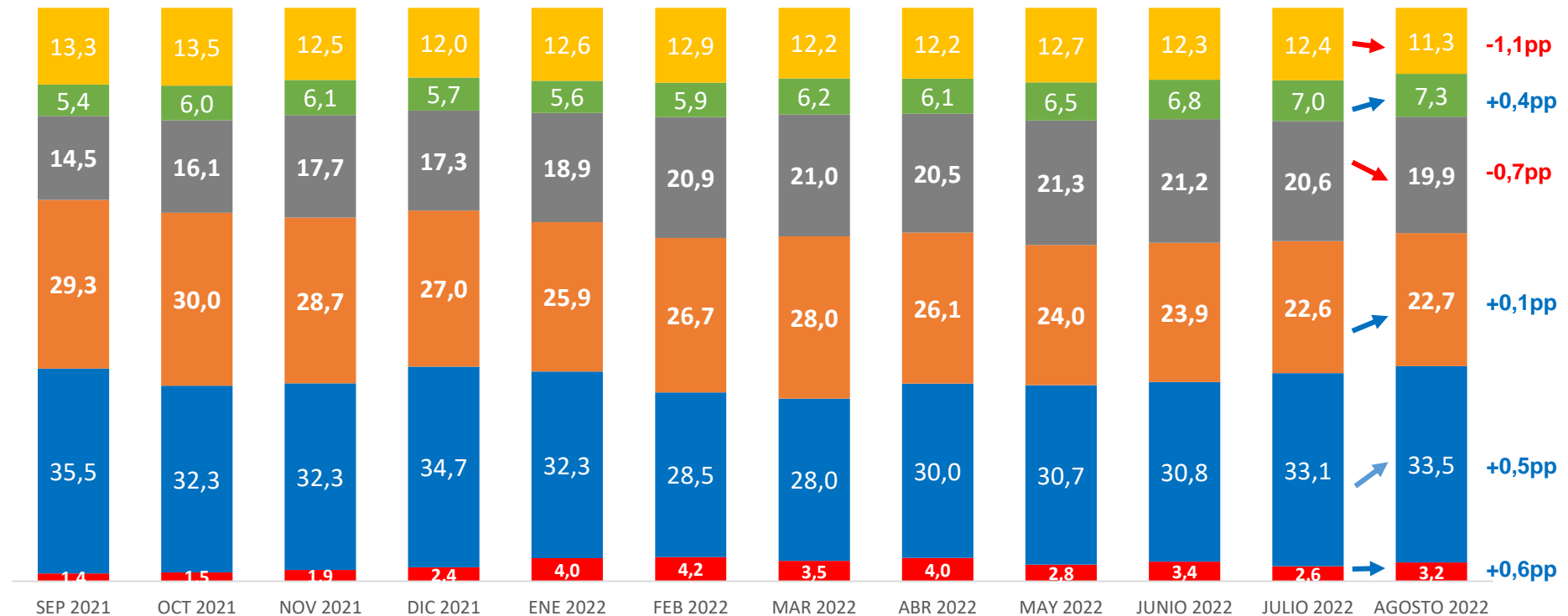
COLA NEGRA TOTAL MCBO

-0,5pp



MIX EMPAQUES COLA NEGRA +BBRANDS

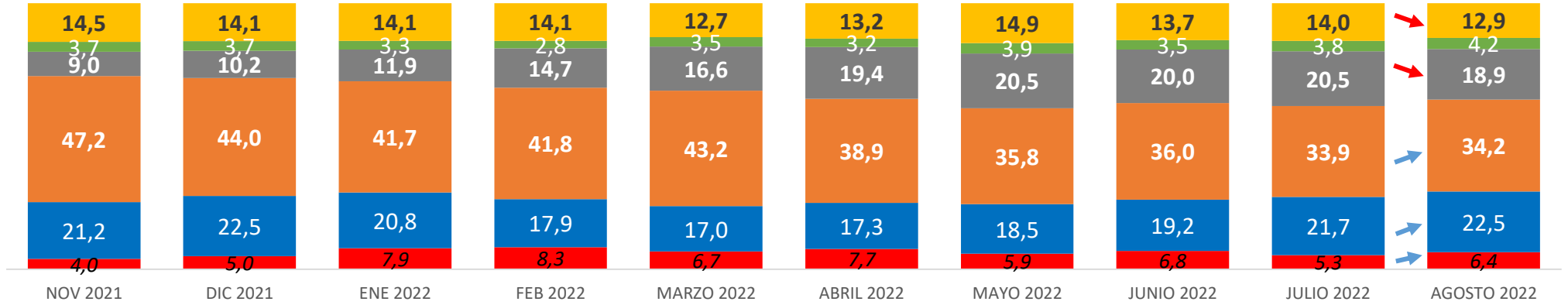
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



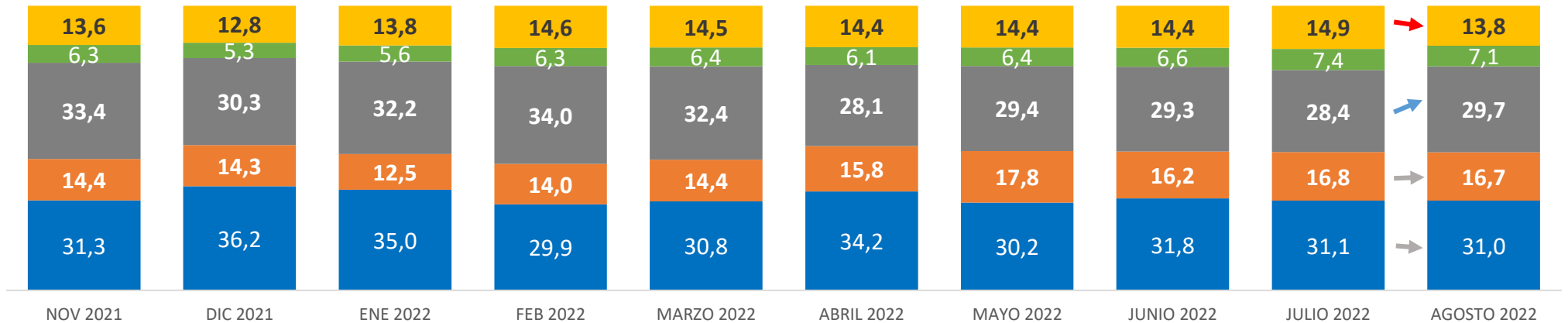
MIX COLA NEGRA FABRICANTES

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

PCV

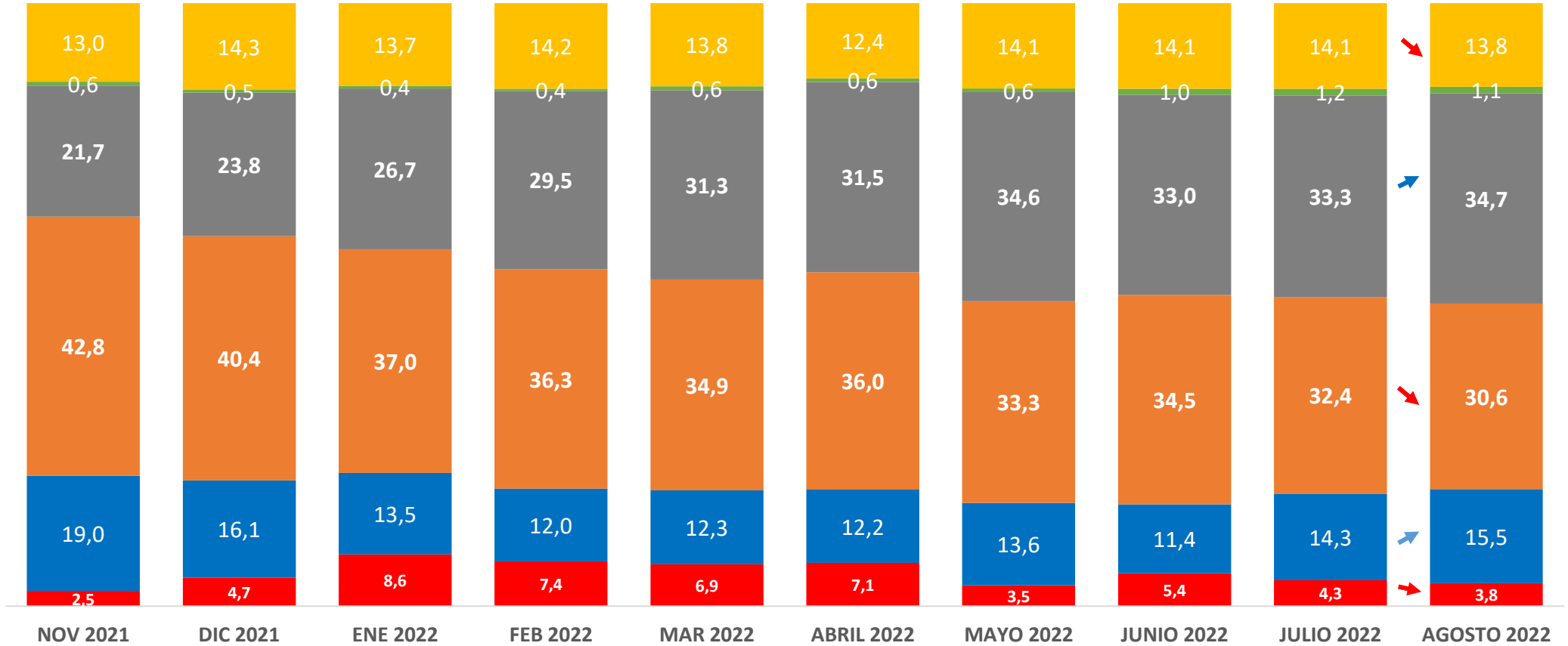


COKE



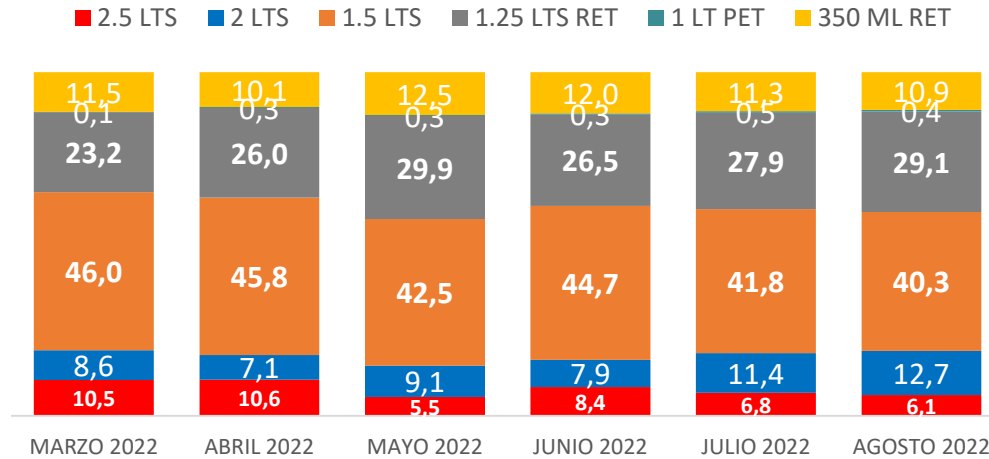
MIX COLA NEGRA +BBRANDS (MARACAIBO)

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

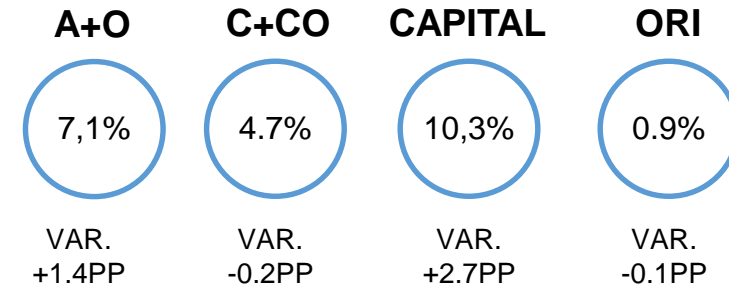


MIX COLA NEGRA MCBO FABRICANTES

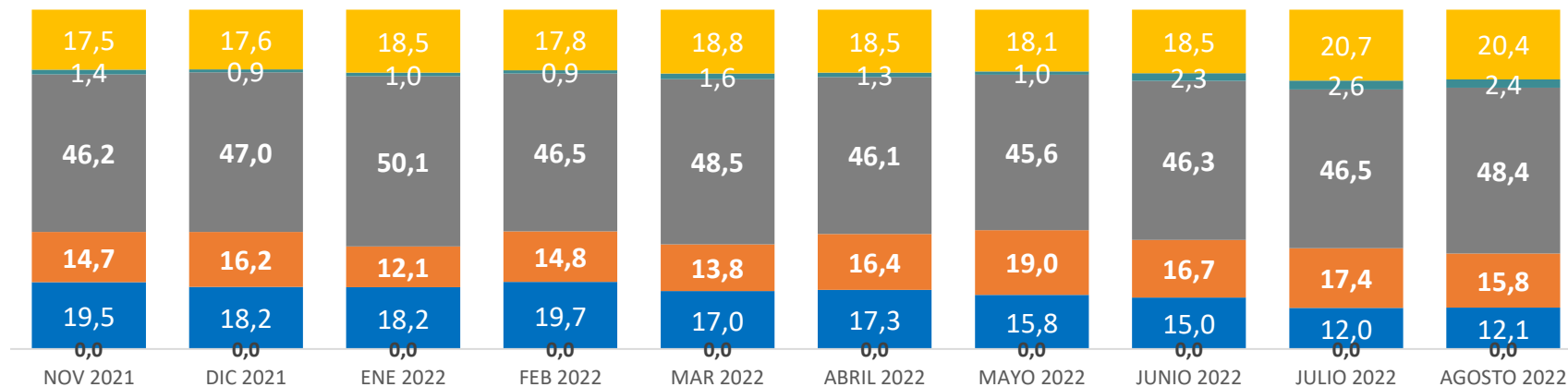
PCV



MIX 2,5L PCV – AGO'22

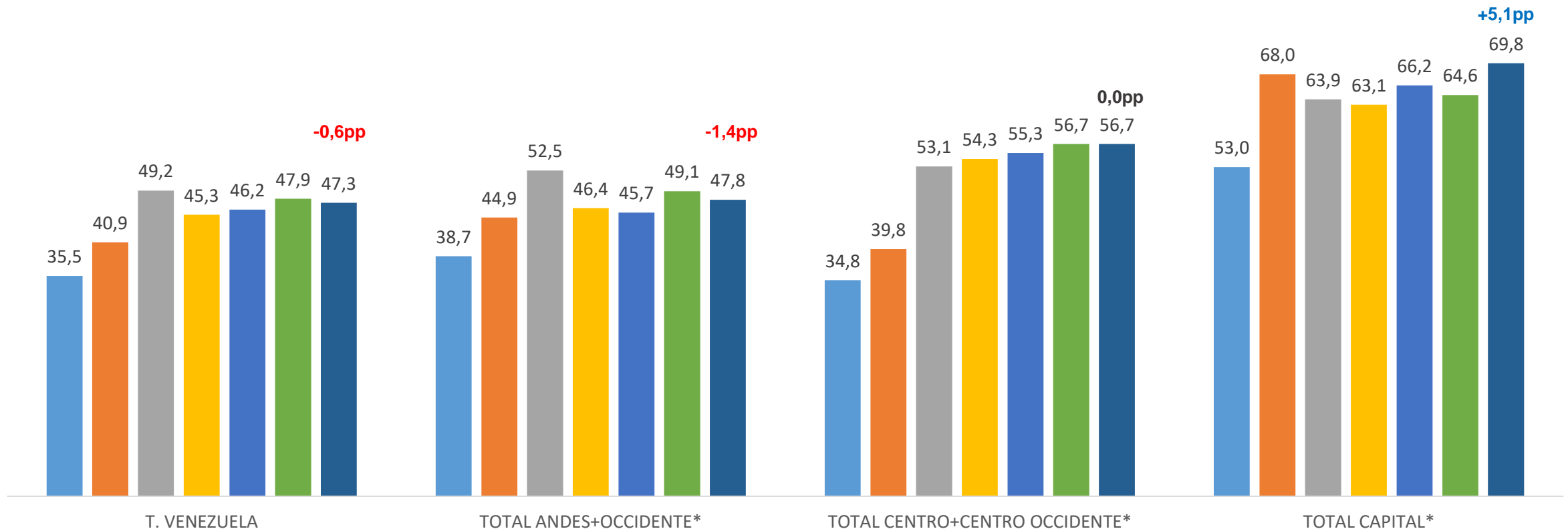


COKE



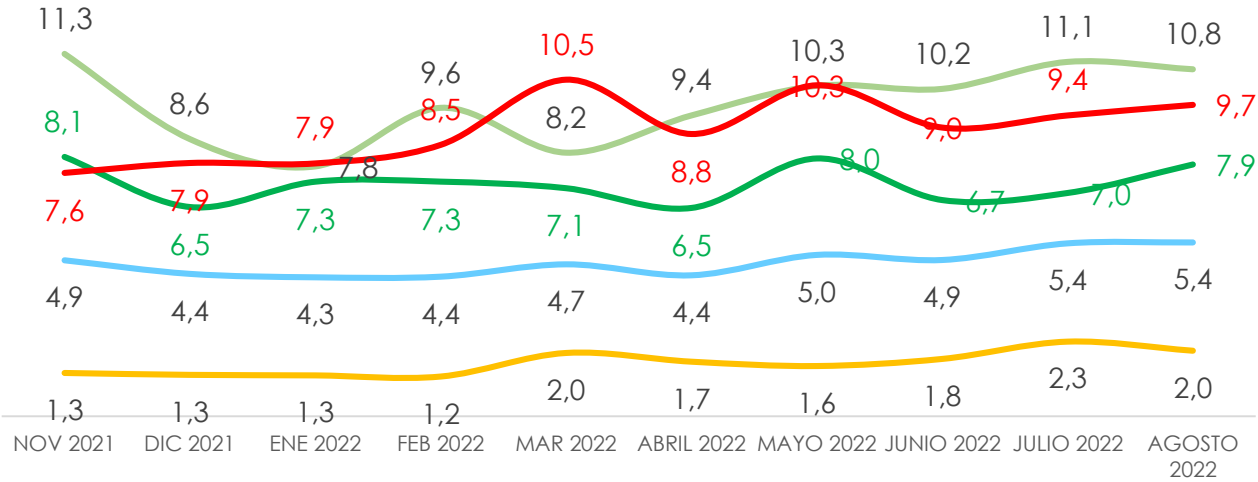
EVOLUCIÓN PDM 1,25L PCV - LOCALIDADES

■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022 ■ AGOSTO 2022

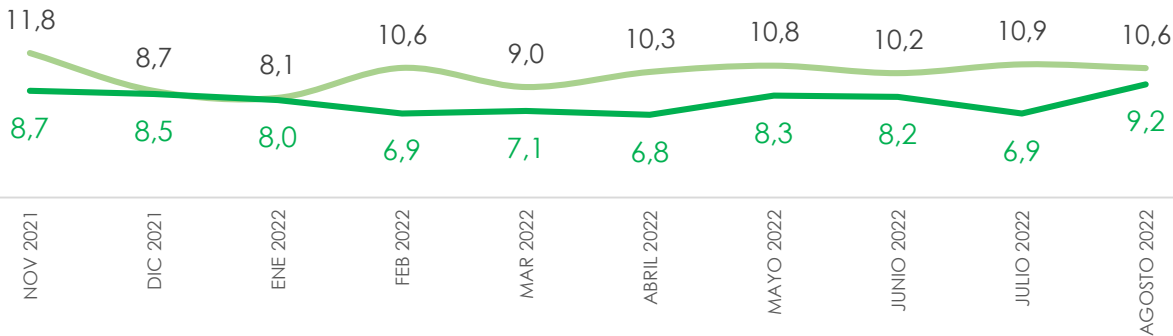


1L Pet se mantiene en tendencia creciente en Oriente y C+Co.
En PDM 1LPCv vs Coke gana +4.4pp, pero en la inclusión de las Bbrands, Glup es el que gana más

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

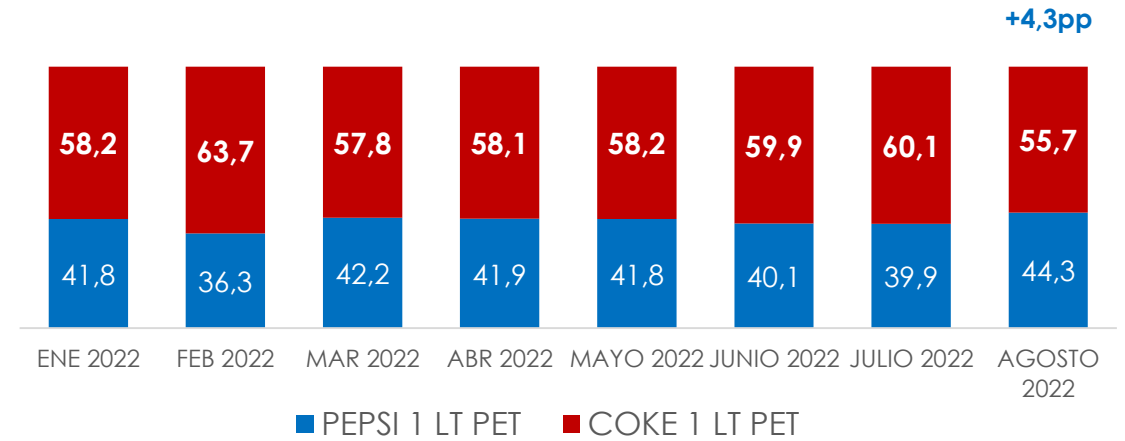


— TOTAL VENEZUELA — CAPITAL — CENTRO-CO — ORIENTE — ANDES+OCC



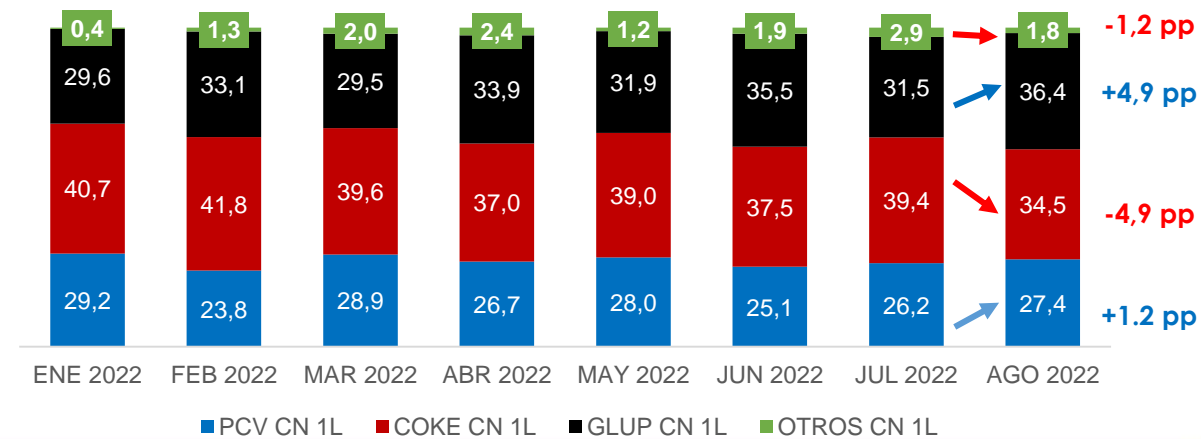
— CARACAS — VALENCIA

1 lt. PET. PDM CN REGULAR PCV+KOF



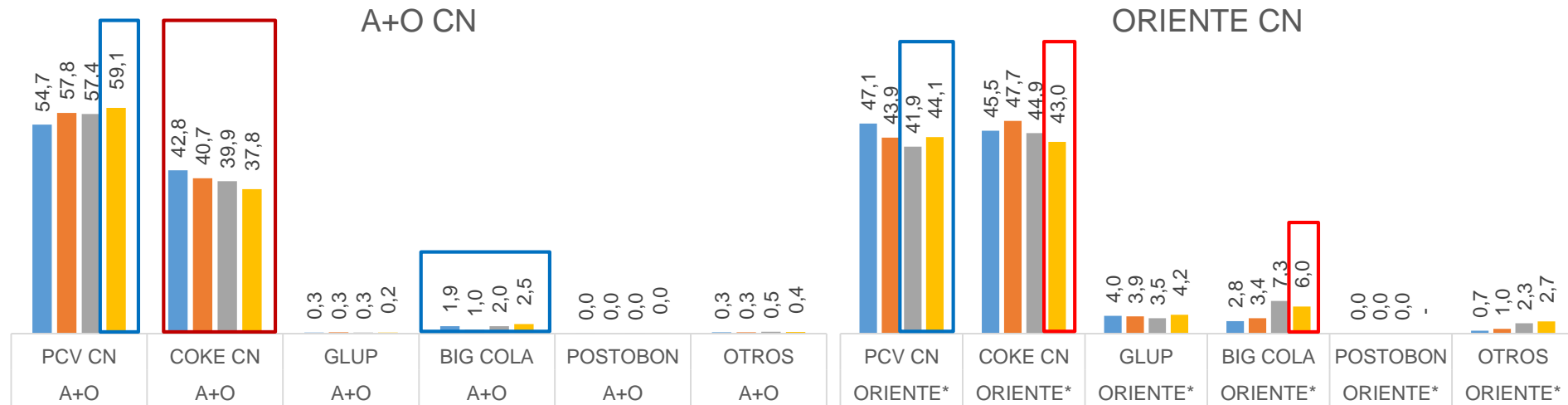
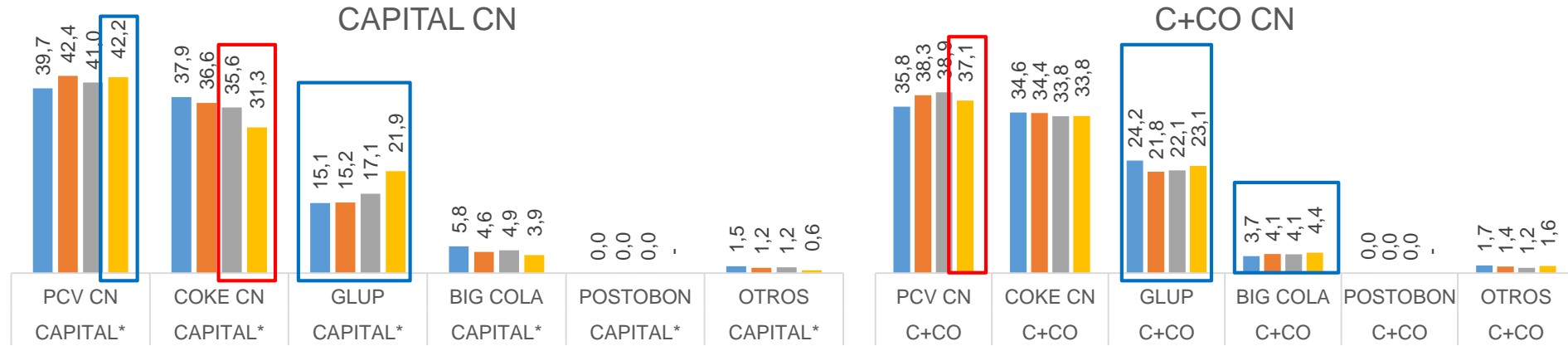
■ PEPSI 1 LT PET ■ COKE 1 LT PET

PDM 1L CN+BBands



■ PCV CN 1L ■ COKE CN 1L ■ GLUP CN 1L ■ OTROS CN 1L

CN + BBRANDS POR TERRITORIO

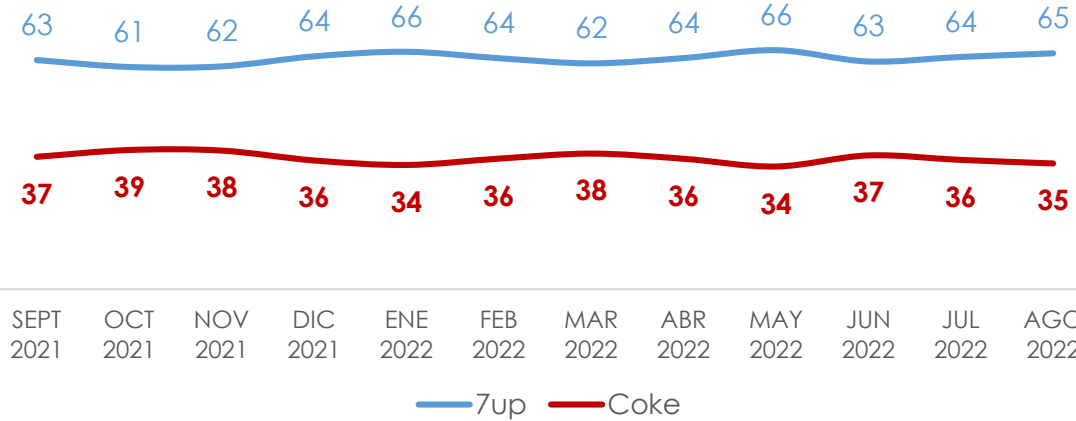


■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022 ■ AGOSTO 2022

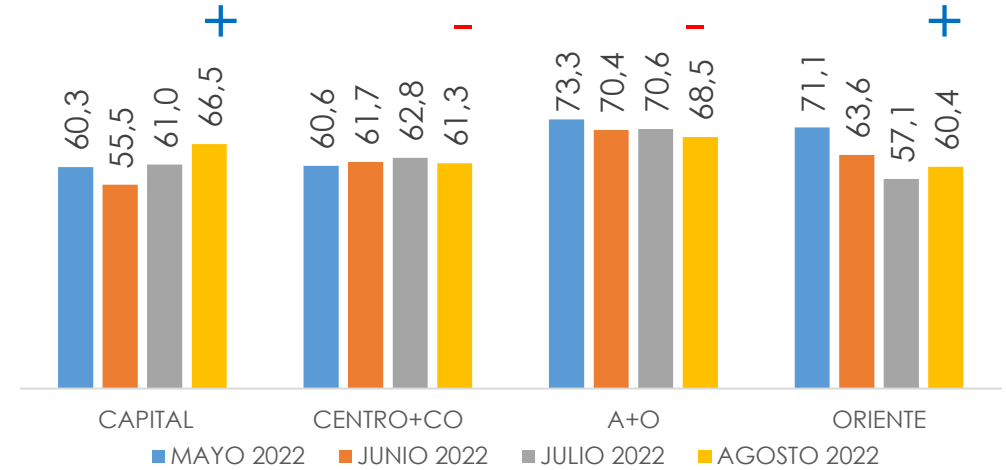
■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022 ■ AGOSTO 2022

PDM LIMA - LIMÓN

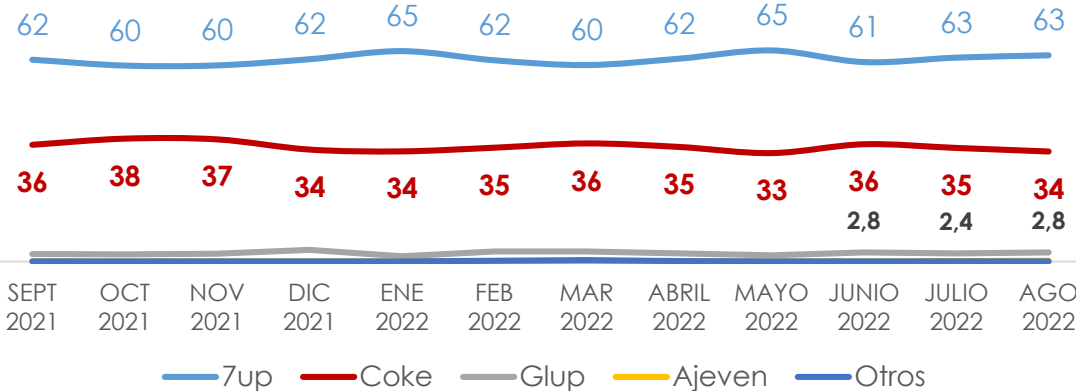
LL PCV VS KOF +1.0 pp



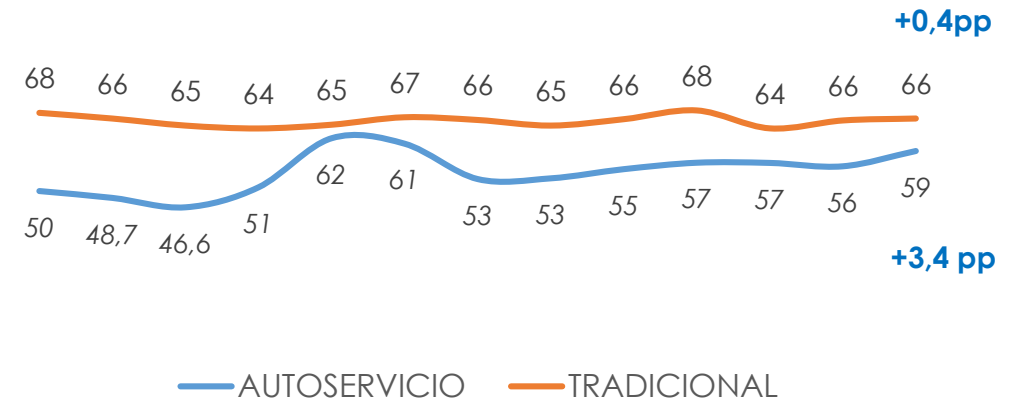
PDM LL PCV POR TERRITORIO



LL+B BRANDS TOTAL +0,7 pp



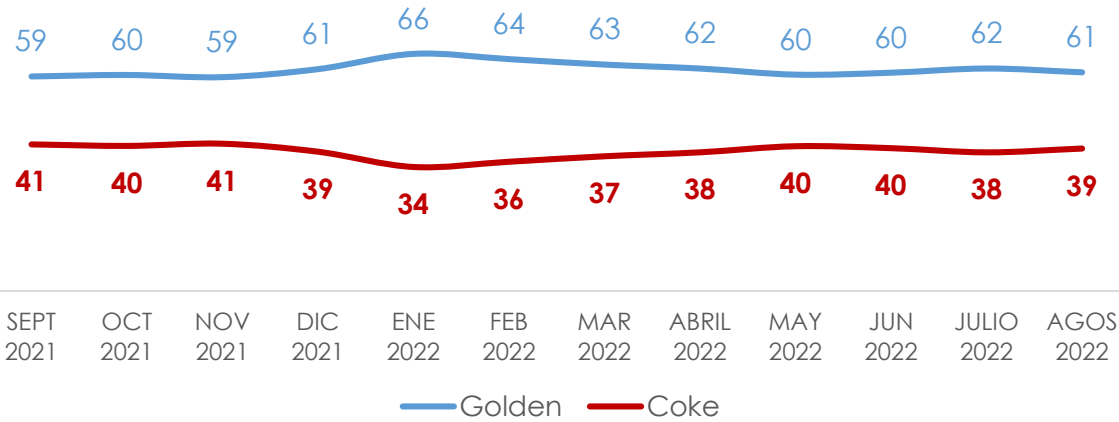
LL PCV POR CANAL



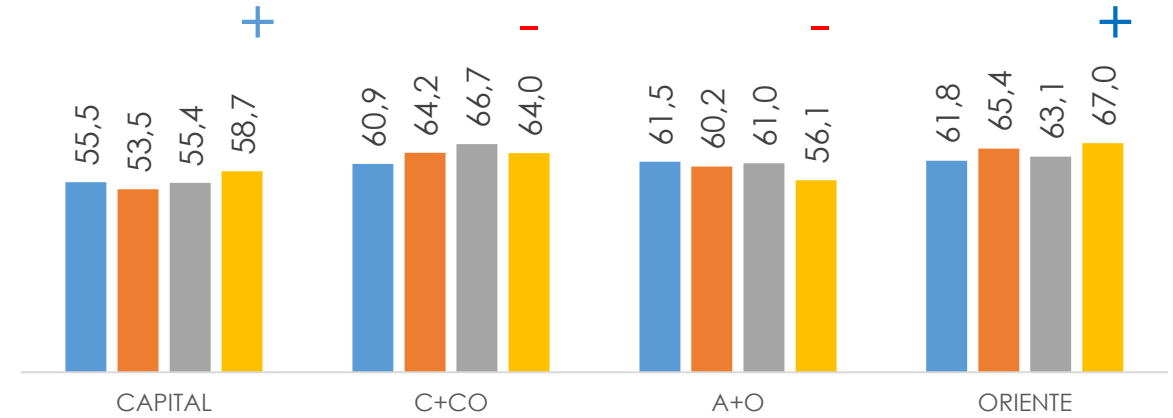
PDM SABORES

Sabores PCV VS KOF

-1,1 pp

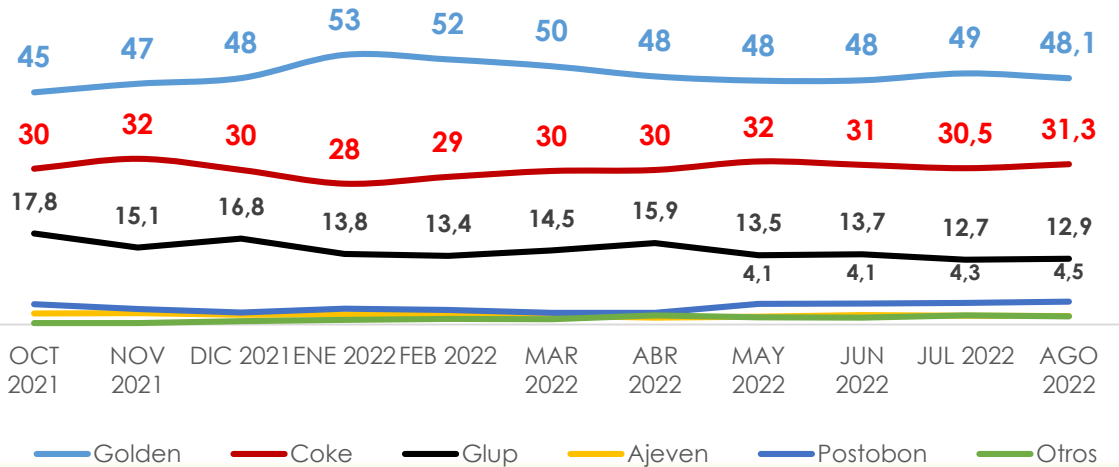


PDM SAB PCV POR TERRITORIO vs COKE



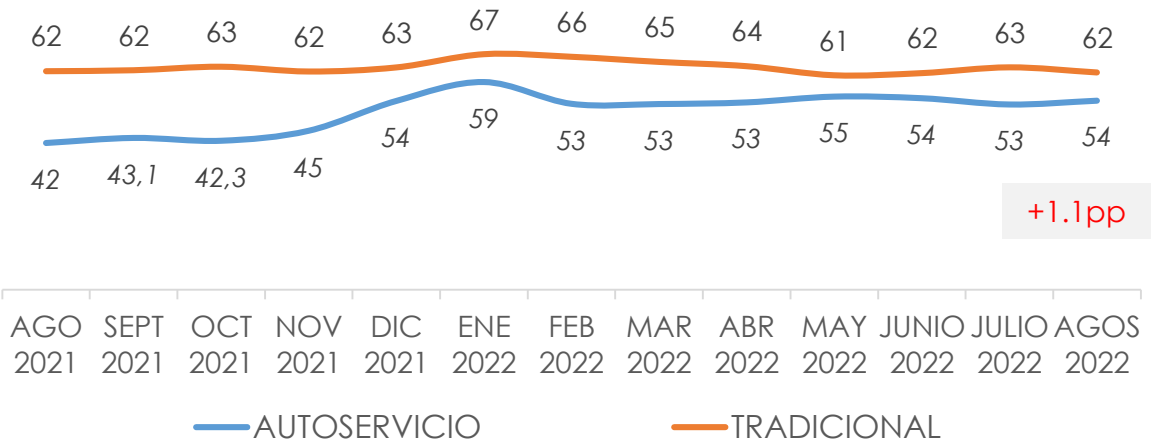
SAB+B BRANDS TOTAL

-0,9pp



SAB PCV POR CANAL

-1.5 pp

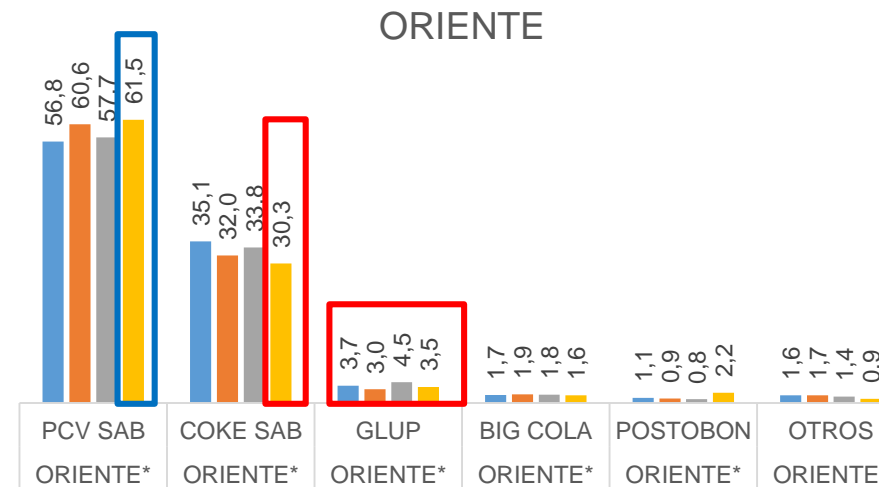
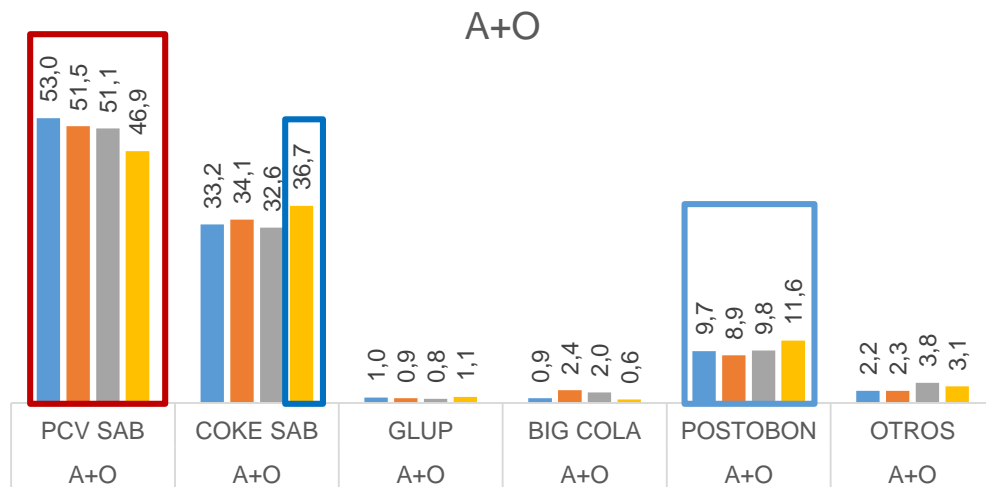
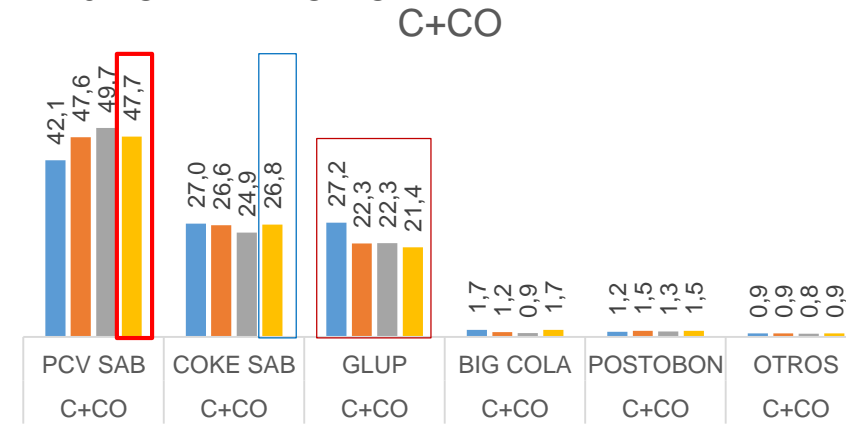
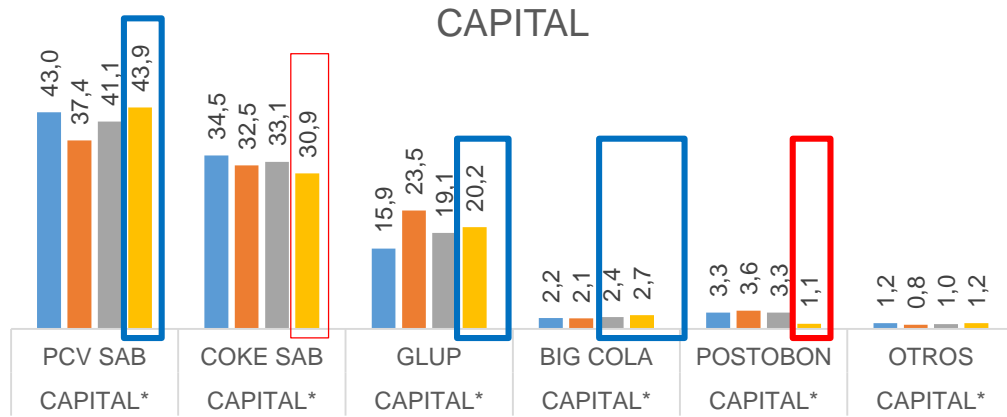


+1.1pp

Peso 1 lt Mix Empaques: 9,6%.

Se recupera PDM Sabores en Capital y Oriente, en este último restándole a Coke y a Glup.
 Pero hay una caída importante en A+O, capitalizada por KOF y Postobón

SABORES + BBRANDS POR TERRITORIO



■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022 ■ AGOSTO 2022

■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022 ■ AGOSTO 2022