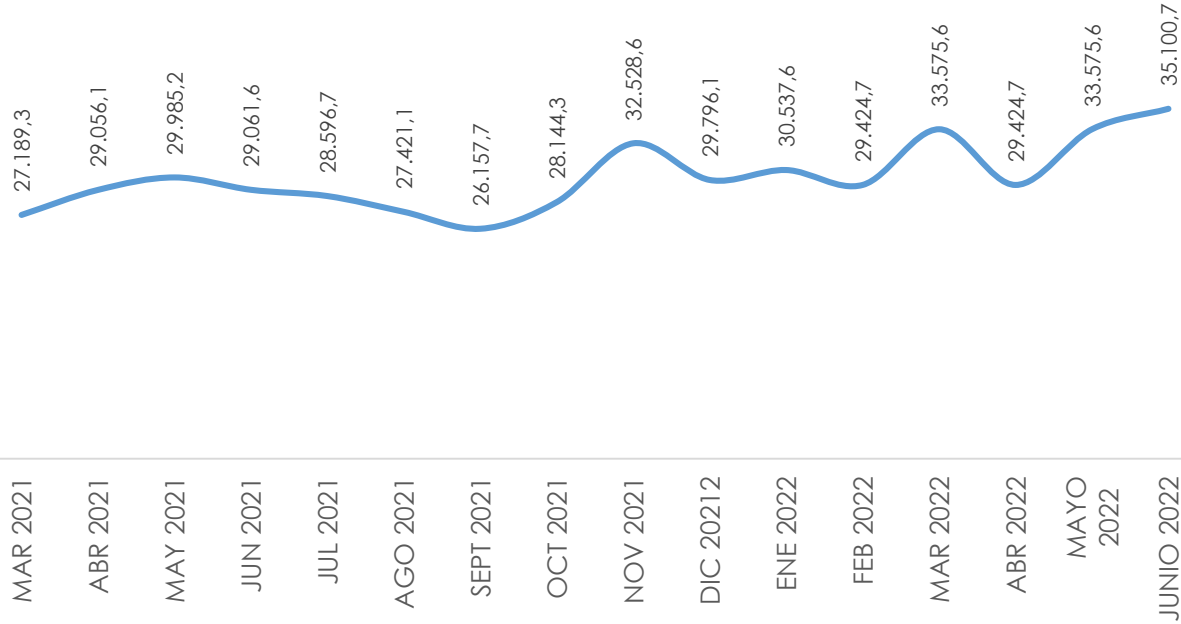


PDM JUNIO'22

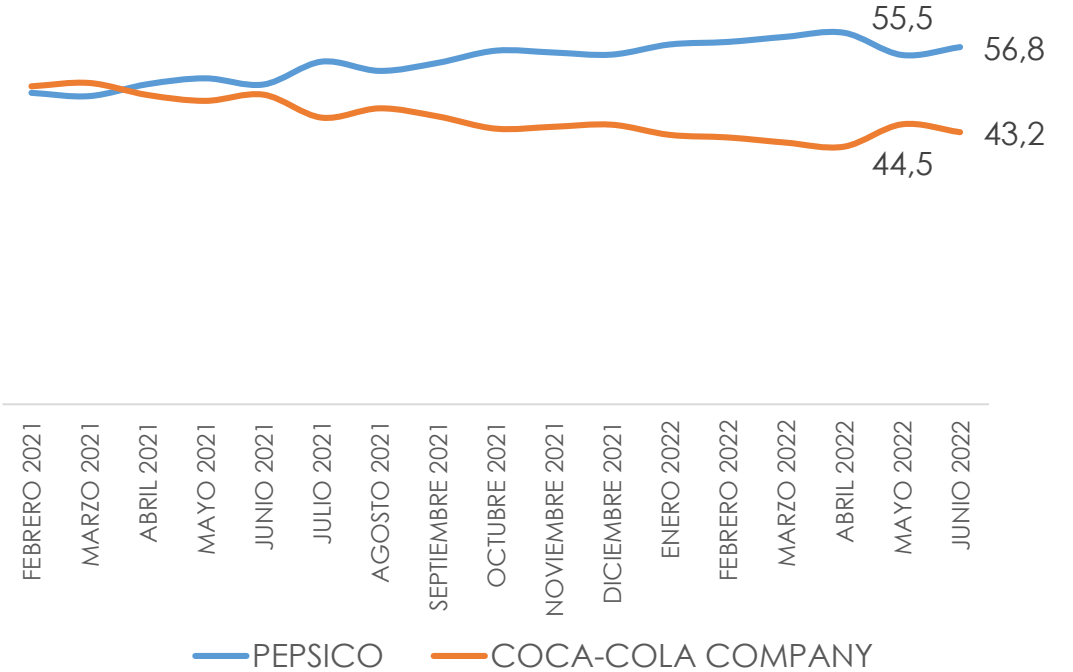
INDUSTRIA REFRESCOS

+4,5%

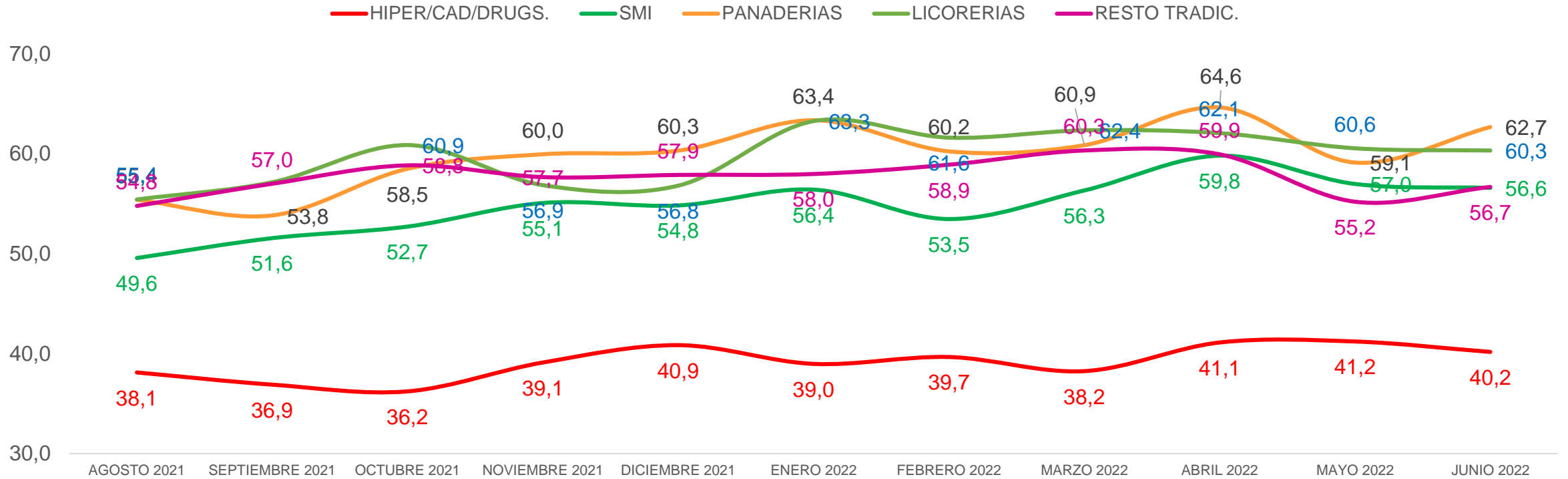


PDM PCV VS KOF

+1,3pp



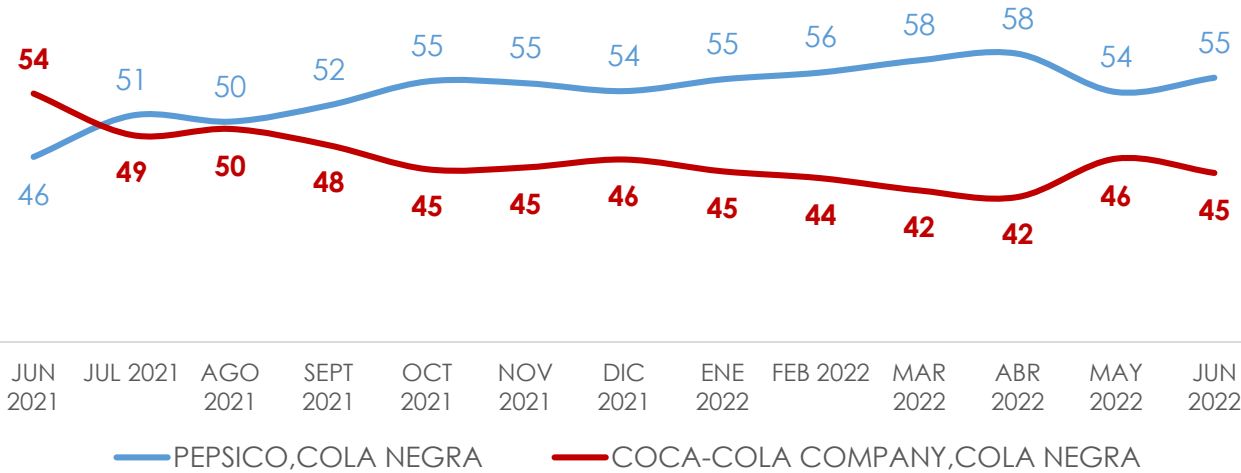
PDM PCV POR SEGMENTO - TOTAL REFRESCOS



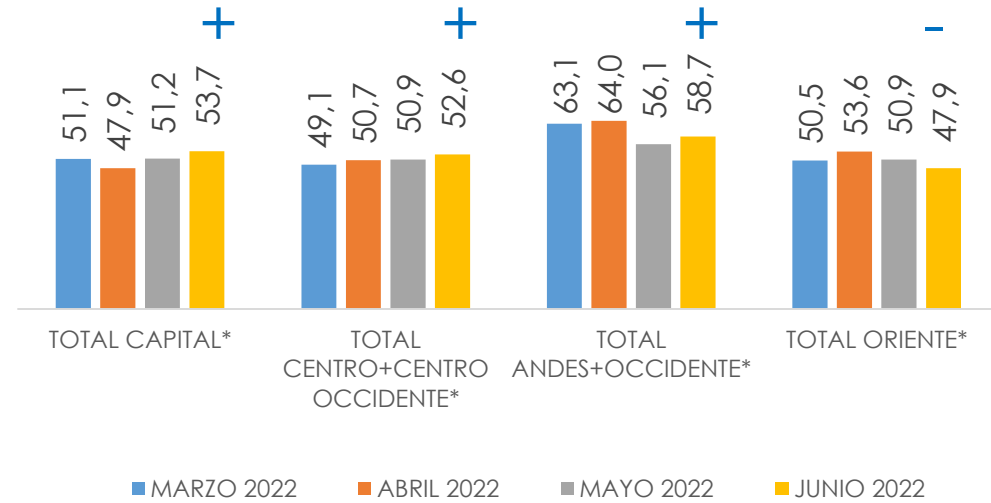
PCV recupera +1.6pp gracias a su ganancia en Tradicional (+2pp) y en los territorios, excepto Oriente.

COLA NEGRA TOTAL

+1.6 pp

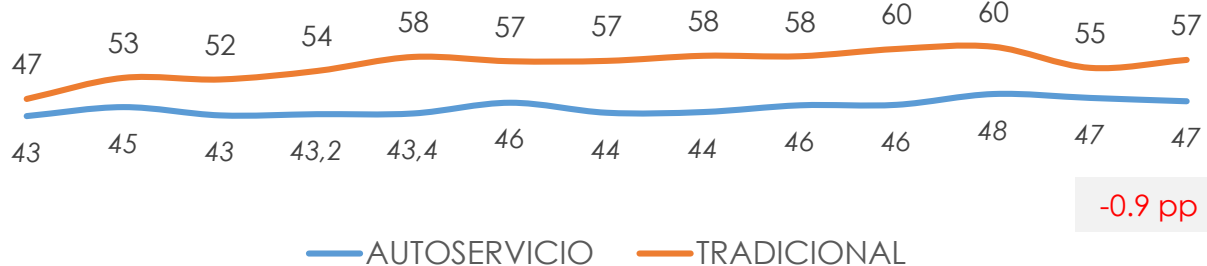


PDM CN PCV POR TERRITORIO



CN PCV POR CANAL

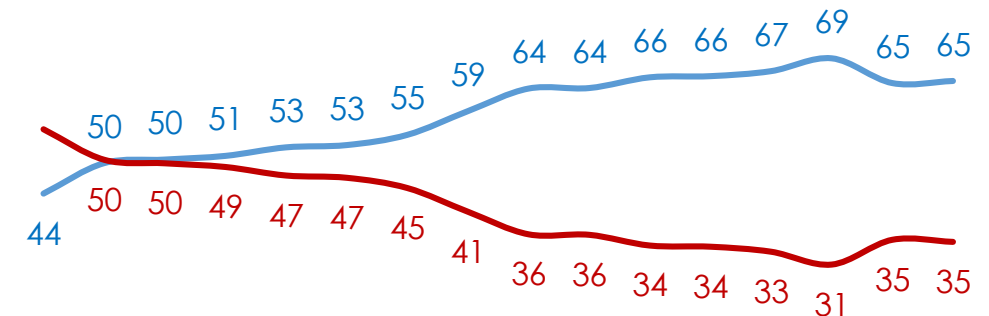
+2pp



-0.9 pp

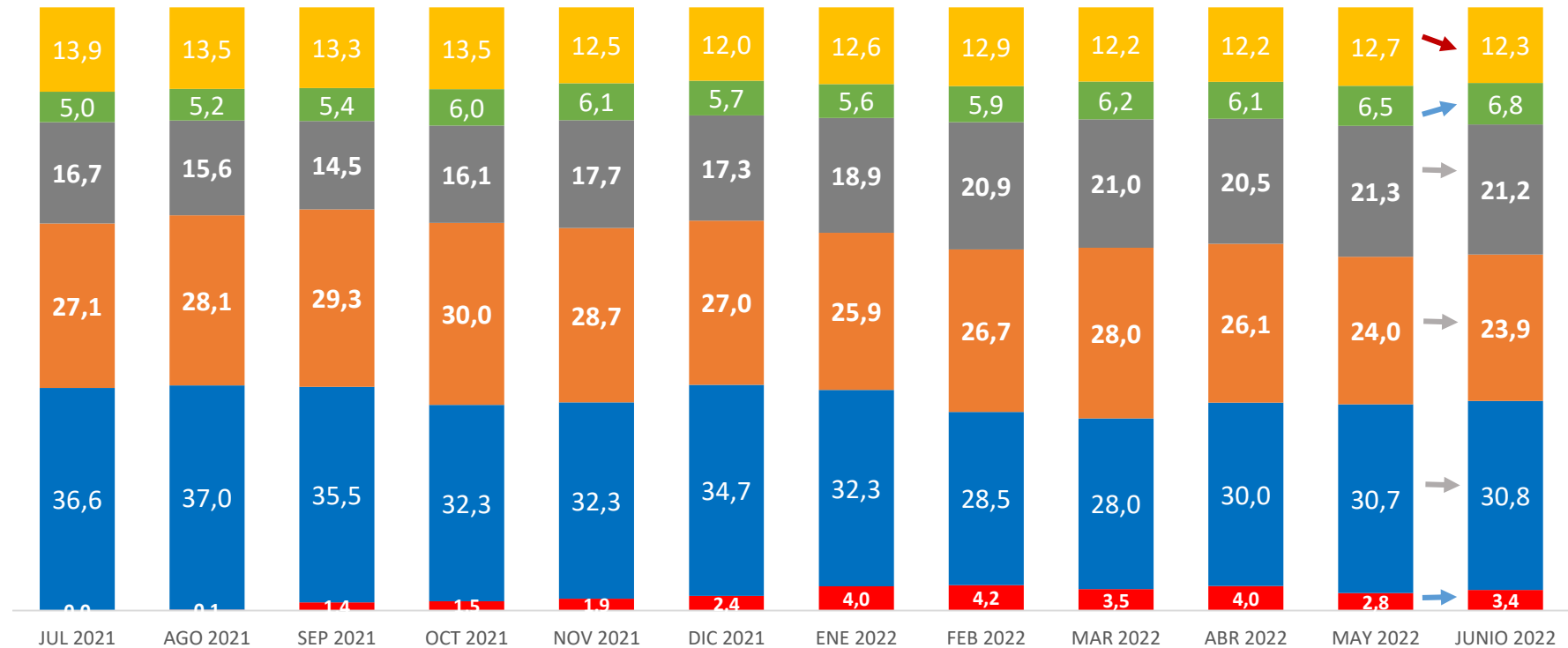
COLA NEGRA TOTAL MCBO

+0.4pp



MIX EMPAQUES COLA NEGRA +B BRANDS

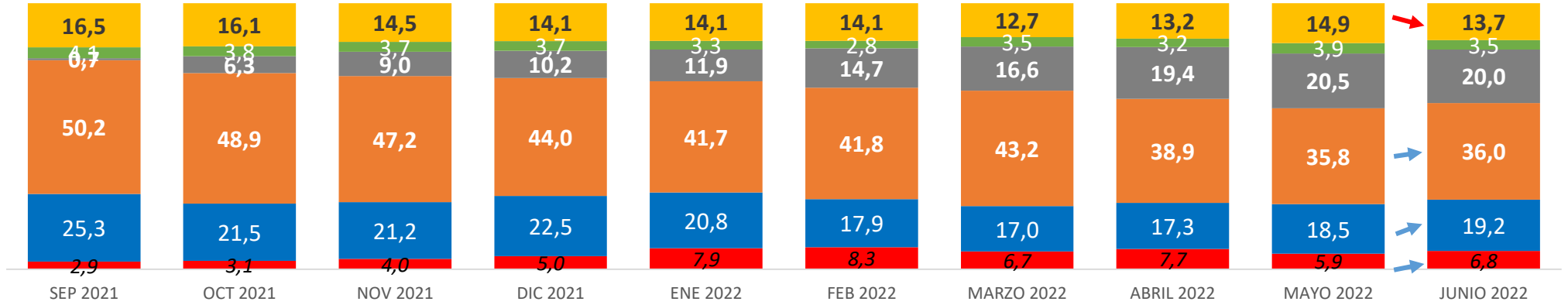
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



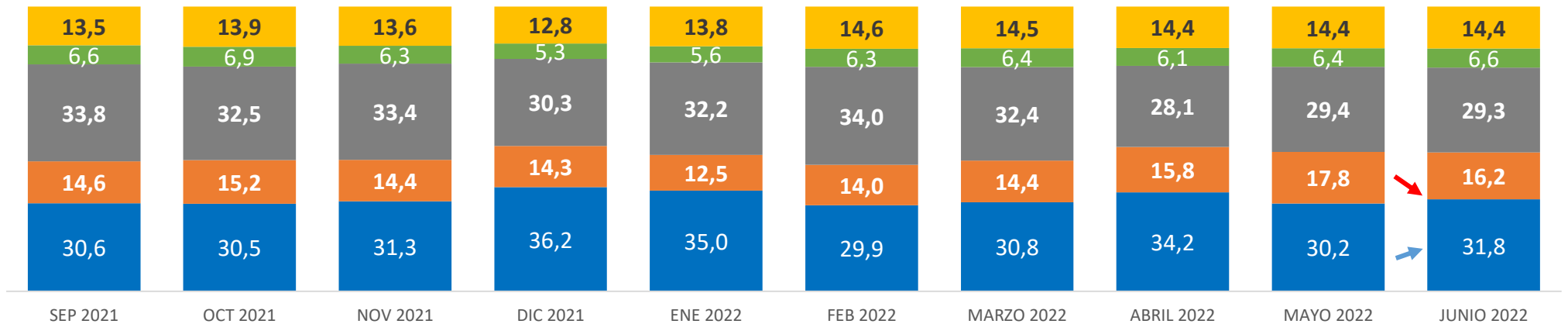
MIX COLA NEGRA FABRICANTES

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

PCV

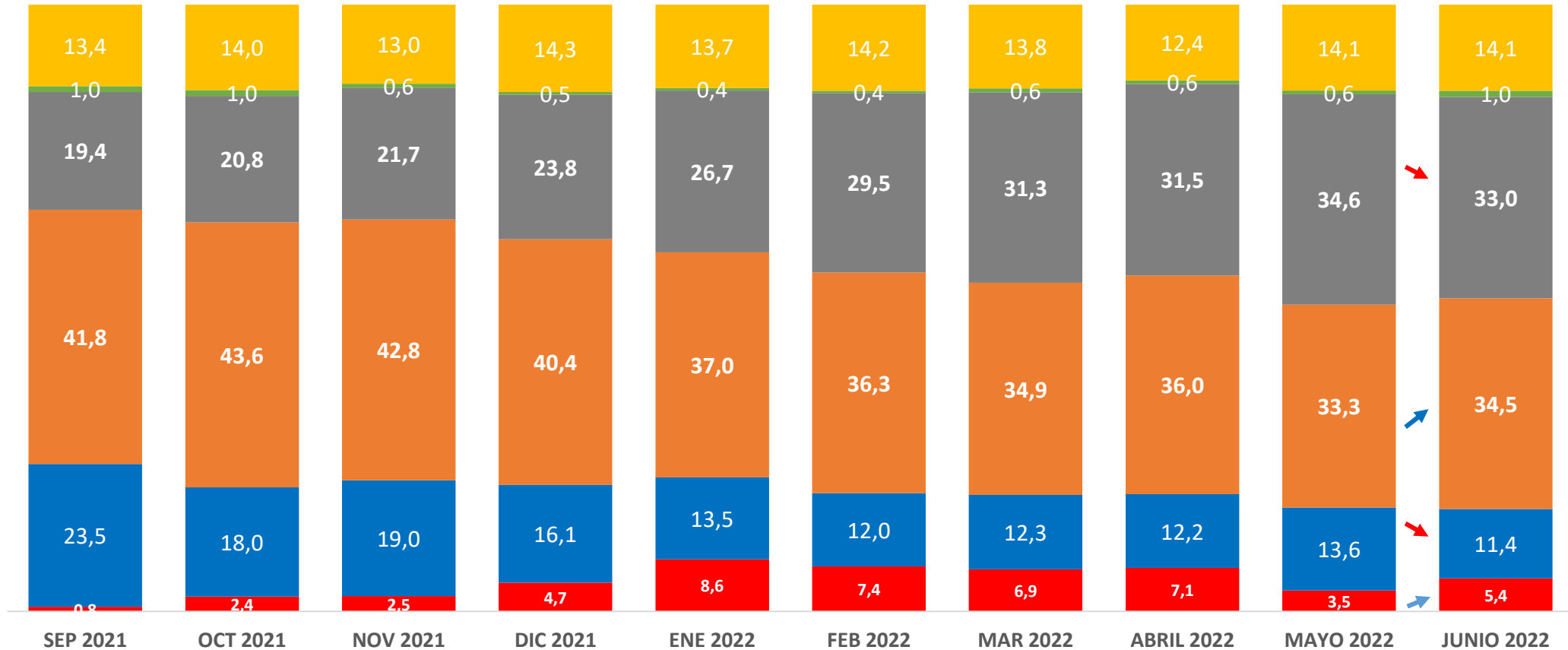


COKE



MIX COLA NEGRA +B BRANDS (MARACAIBO)

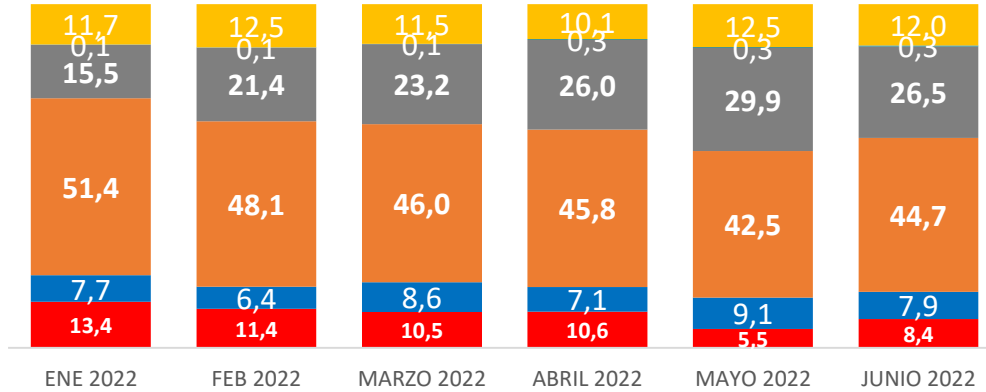
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



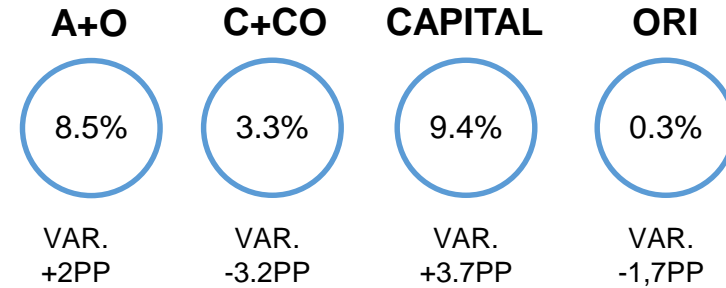
MIX COLA NEGRA MCBO FABRICANTES

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

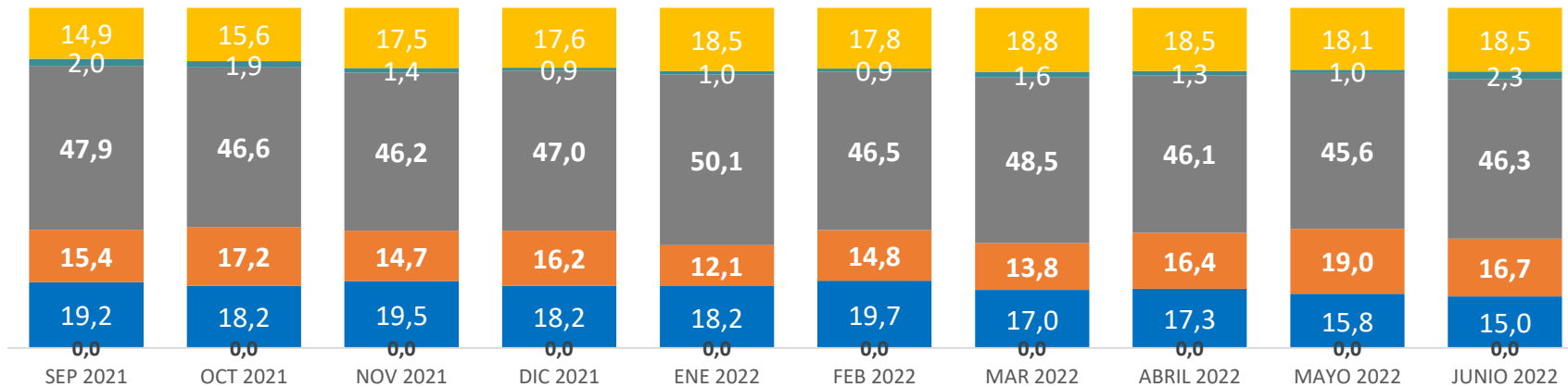
PCV



MIX 2,5L PCV – ABR'22

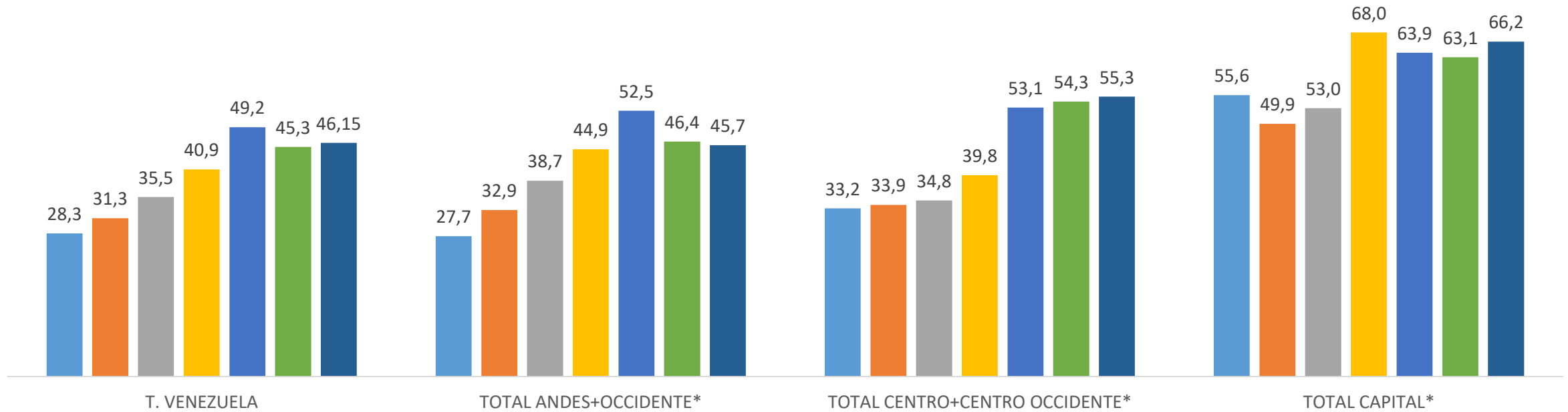


COKE

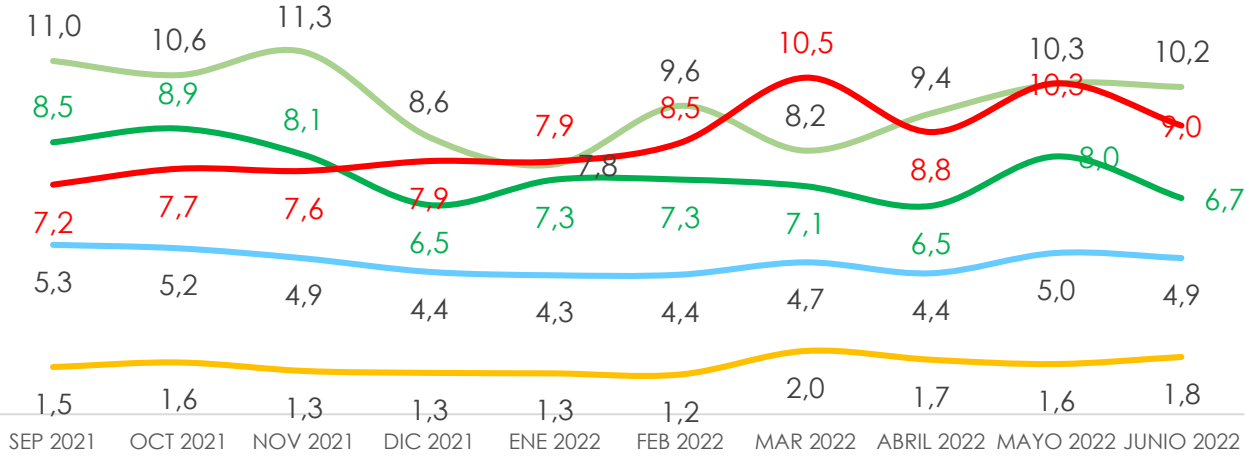


EVOLUCIÓN PDM 1,25L PCV - LOCALIDADES

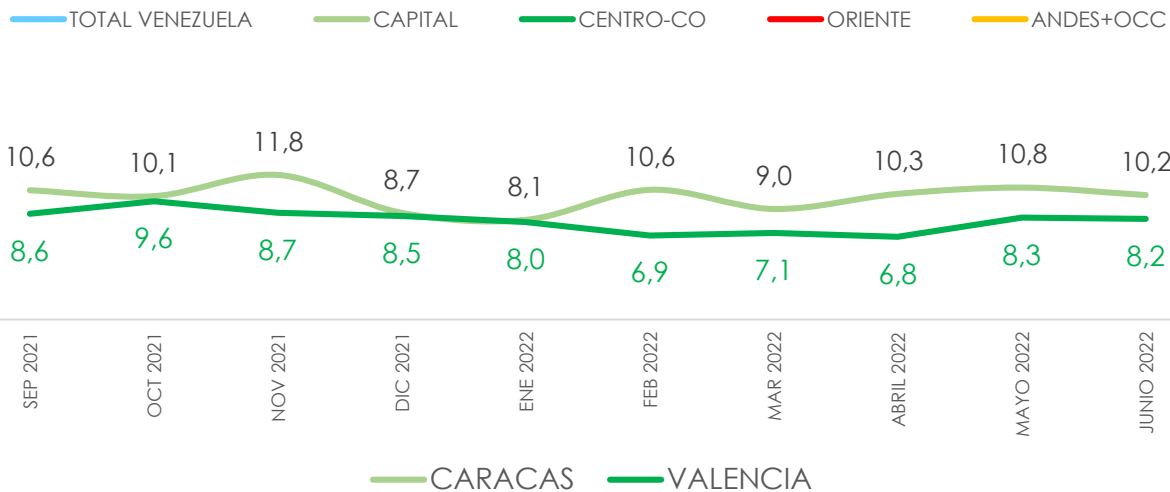
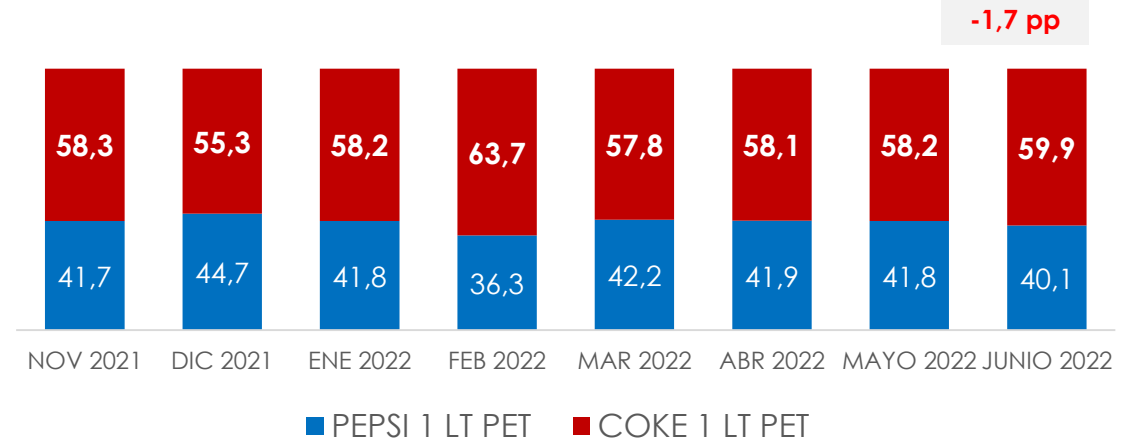
■ DICIEMBRE 2021 ■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022



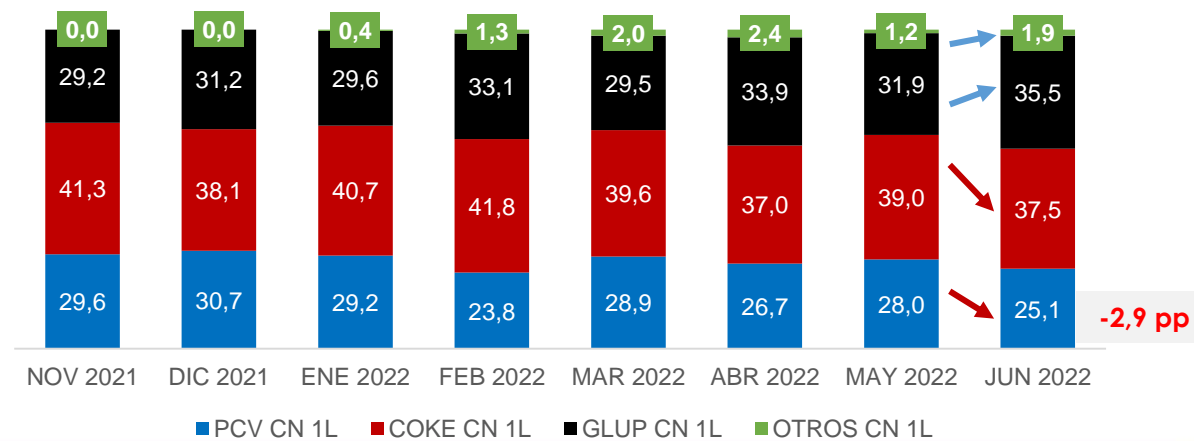
1 lt. PET. CN MIX DE EMPAQUES (PCV+KOF)



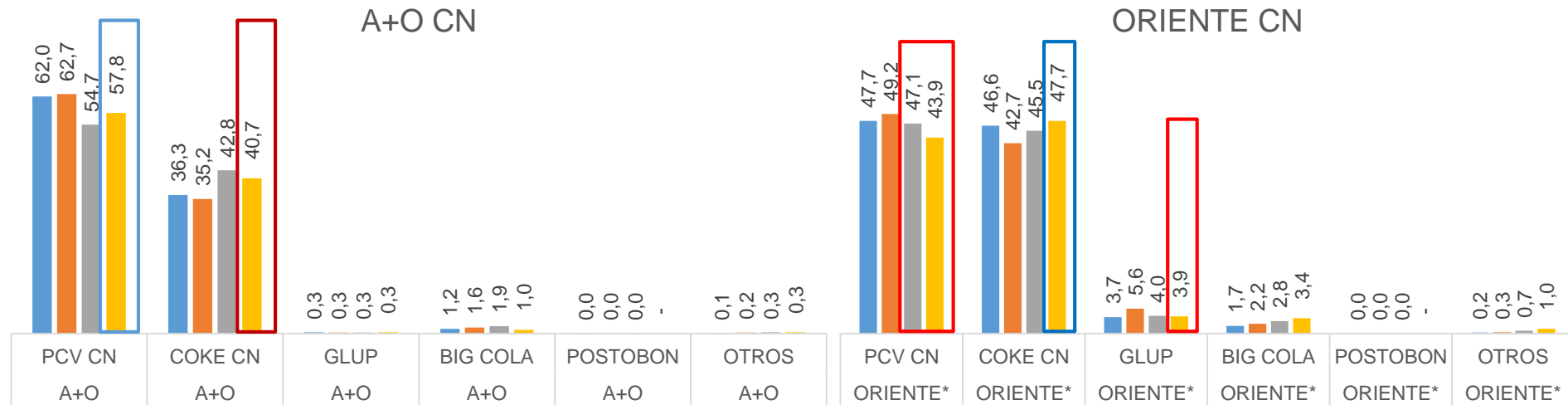
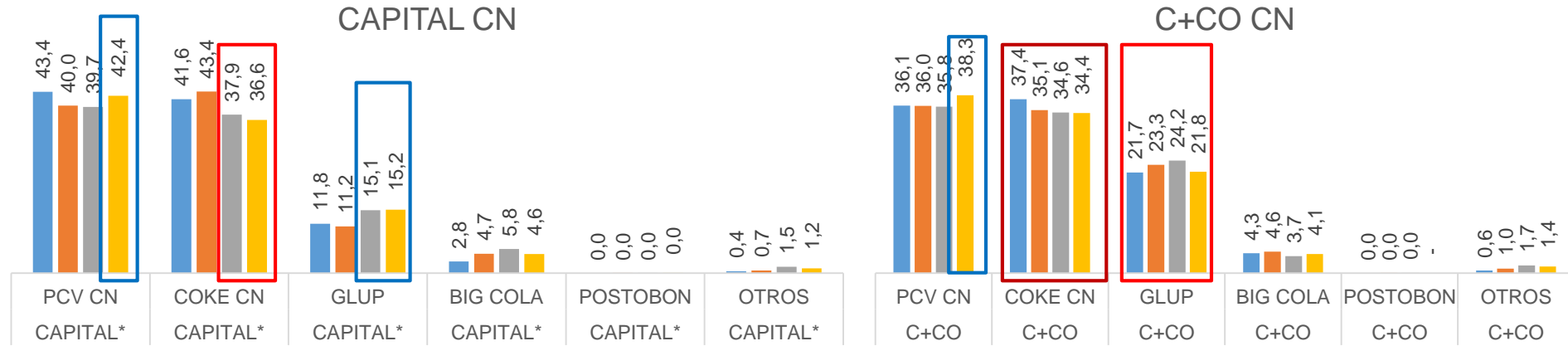
1 lt. PET. PDM CN REGULAR PCV+KOF



PDM 1L CN+BBrands



CN POR TERRITORIO



MARZO 2022 ABRIL 2022 MAYO 2022 JUNIO 2022

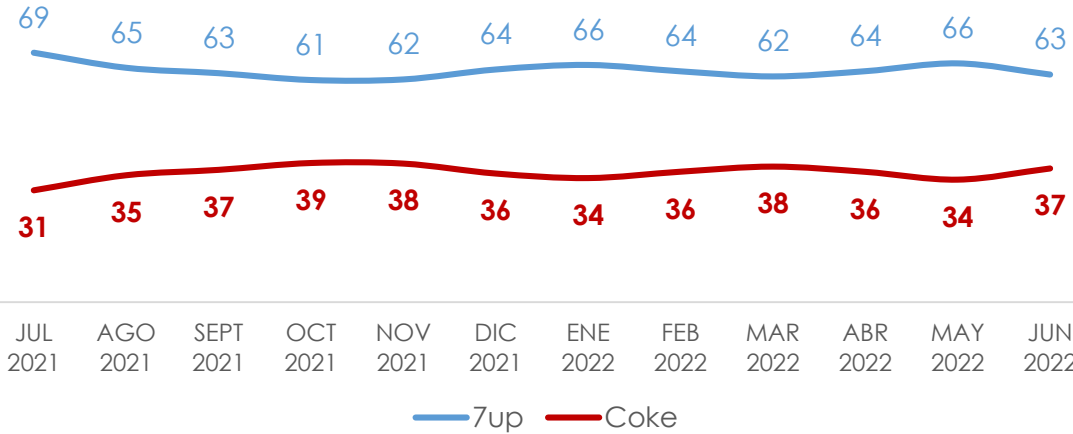
MARZO 2022 ABRIL 2022 MAYO 2022 JUNIO 2022

PDM LIMA - LIMÓN

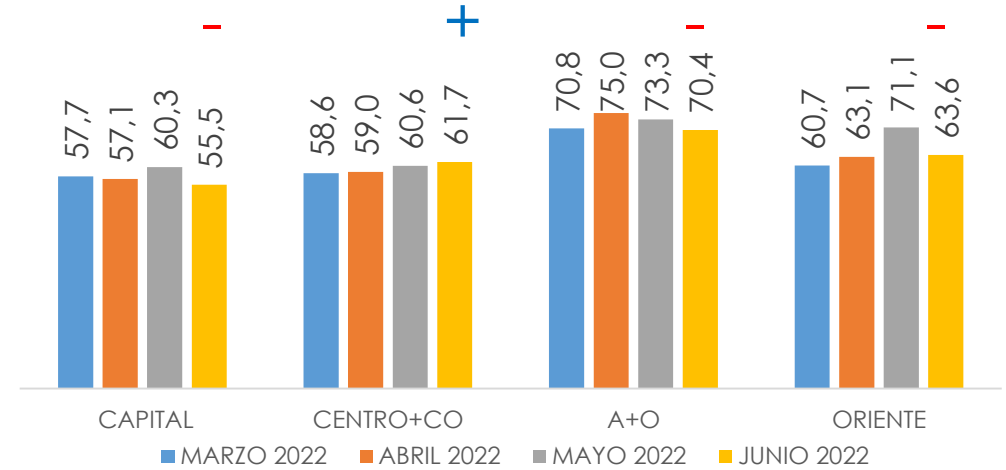
7up cae principalmente en el canal tradicional y en 3 de 4 territorios con la mayor caída en Oriente (-7.3pp)

LL PCV VS KOF

-3.1 pp

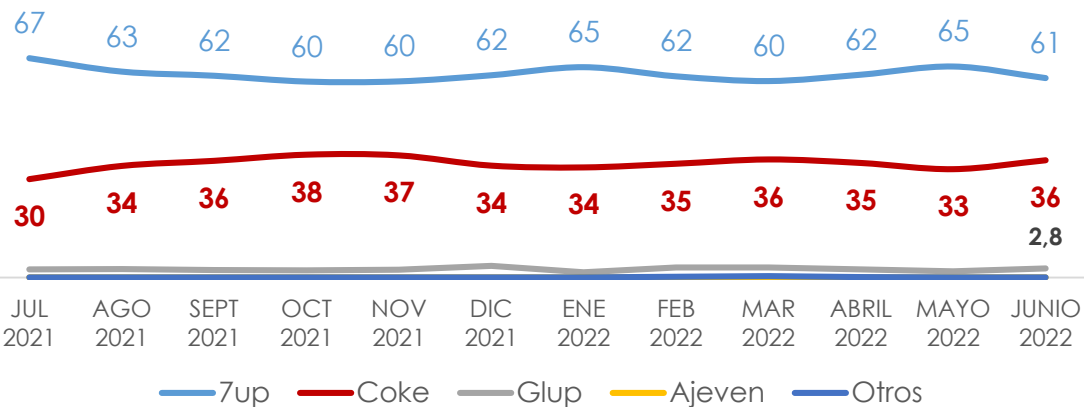


PDM LL PCV POR TERRITORIO



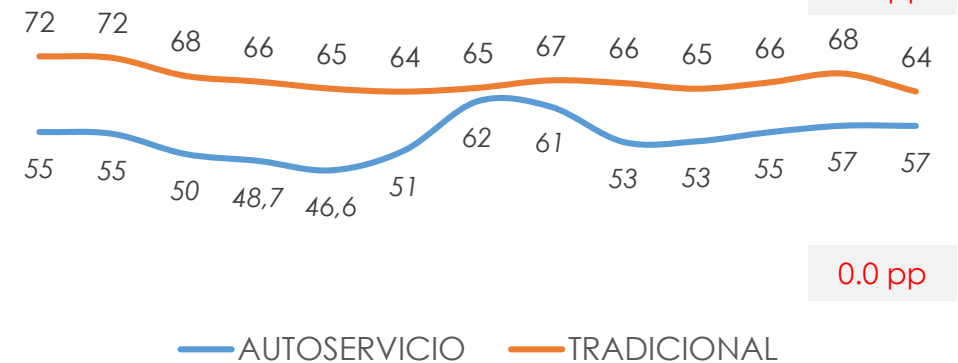
LL+B BRANDS TOTAL

-3.6 pp



LL PCV POR CANAL

-4.0pp

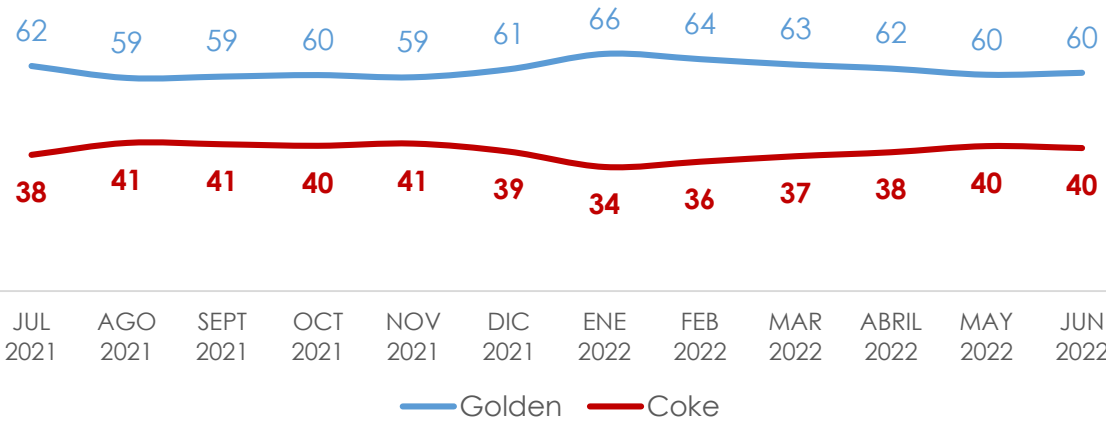


0.0 pp

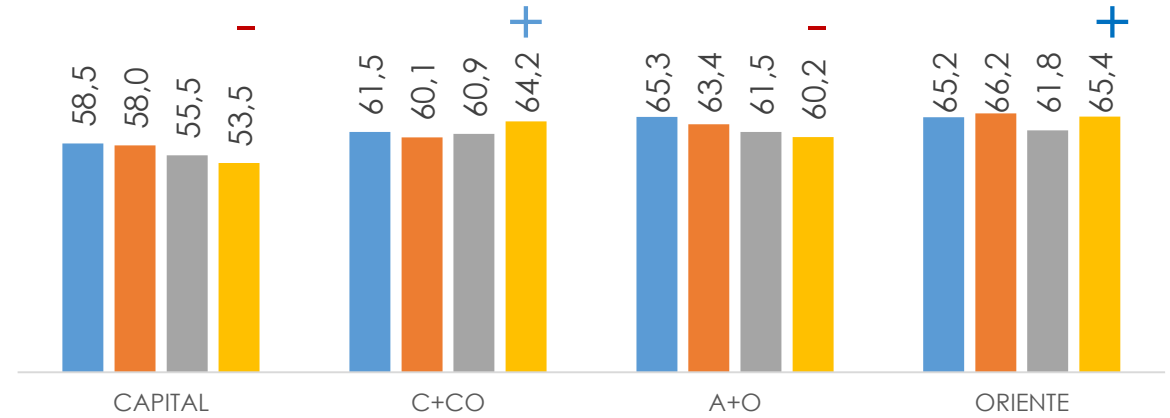
PDM SABORES

Sabores PCV VS KOF

+0.5 pp

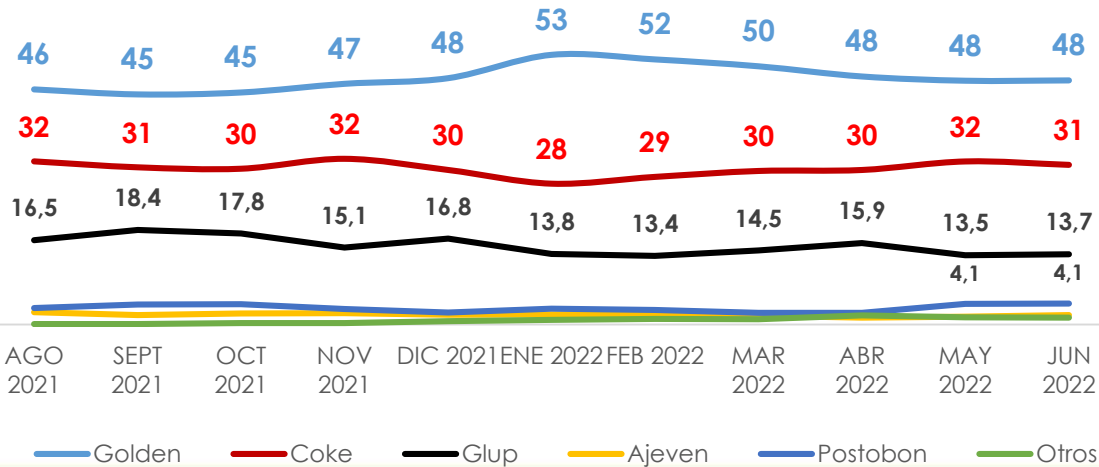


PDM SAB PCV POR TERRITORIO



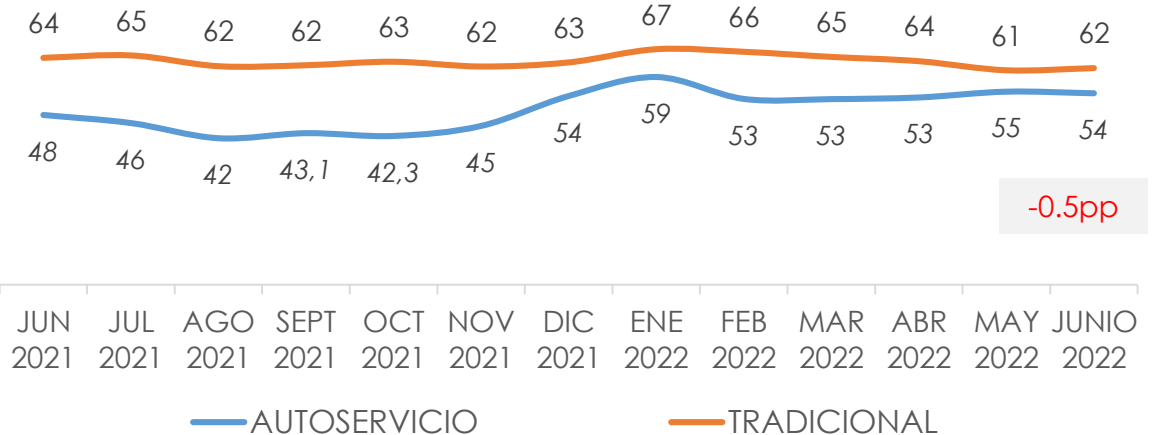
SAB+BBRANDS TOTAL

Flat



SAB PCV POR CANAL

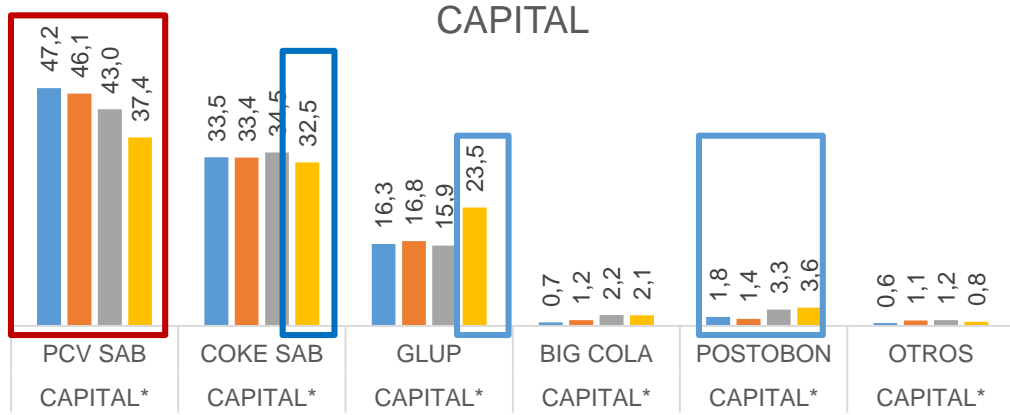
+0.6 pp



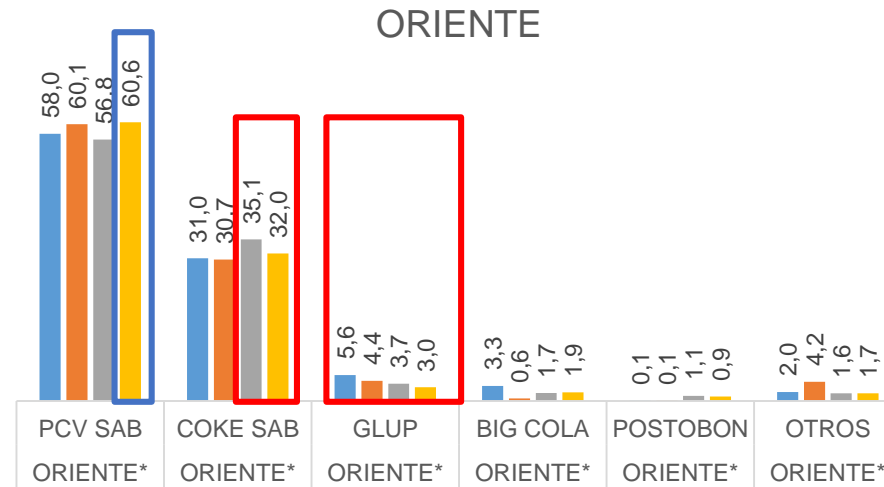
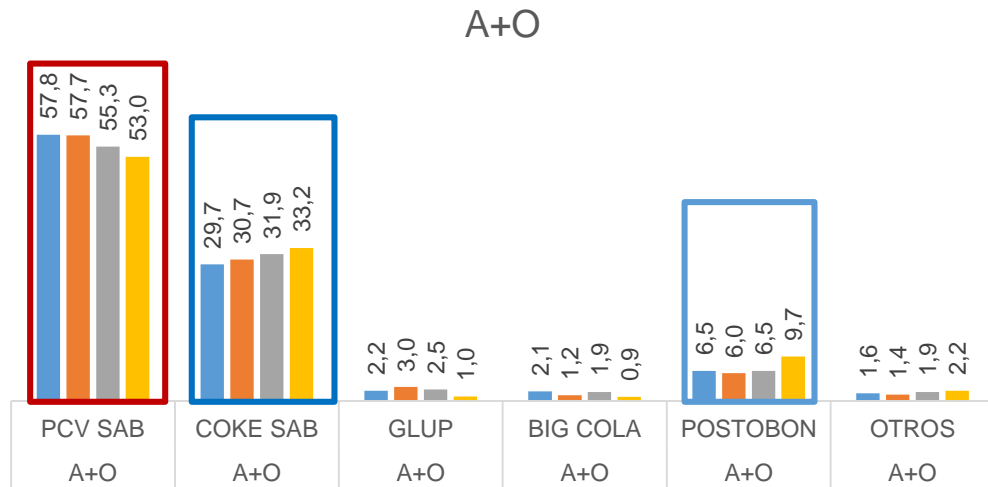
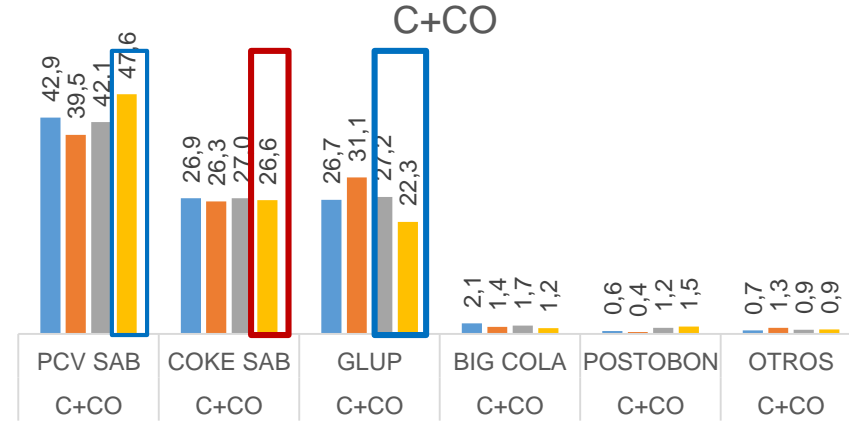
-0.5pp

Peso 1 lt Mix Empaques: 10%.
Empaques con oportunidad para PCV 1.5L y Ret 350ml

Las mayores oportunidades para PCV Sabores se presentan en:
Capital donde Glup crece de forma relevante y en A+O donde Postobon gana espacios.



SABORES POR TERRITORIO



■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022 ■ MAYO 2022

■ MARZO 2022 ■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022