

Coca-Cola Zero: The Undeniable Leader Of Zero SSD

#1 In Share & Sales



#1 **\$2.4B** **3.4X**
 Share In Zero Sugar Branded SSD's (2025 \$Sales)
 #1 Sales In Zero Sugar Branded SSD's (2025)
 Bigger In Sales Than Pepsi Zero (2025 \$Sales)

#1 In Growth

#1 **50%+**
 \$ Contributor To Zero Sugar Branded SSD Growth (2025)
 More \$ Contributed To Zero Sugar Branded SSD Growth Than Pepsi Zero (2025)



#1 In Brand Love



#1 **+9pts**
 Brand Love In Zero Sugar Branded SSD's (24% Brand Affinity)
 Higher Brand Love Than Pepsi Zero (15% Brand Affinity)

Leader in Foodservice Trips



#1
 Share Of Zero Sugar Branded SSD Foodservice Trips
 (Coca-Cola Zero +28 pts higher than Pepsi Zero)

#1 In Flavor



#1 **+11pts**
 Flavor In Zero Sugar Branded SSD's (36% "Flavor I Enjoy")
 Higher On Flavor Than Pepsi Zero (25% "Flavor I enjoy")

Source: Nielsen, US AMC, 2025. BEACH Data, Dec 2025, 12MM. DINE, FY 2025.

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