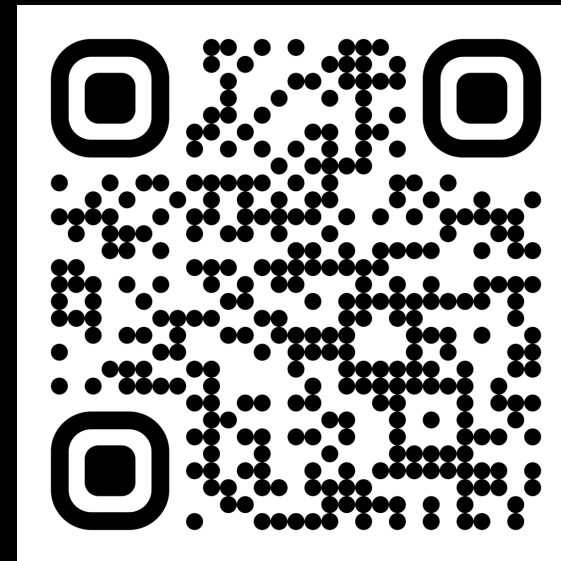




COCA-COLA LENS

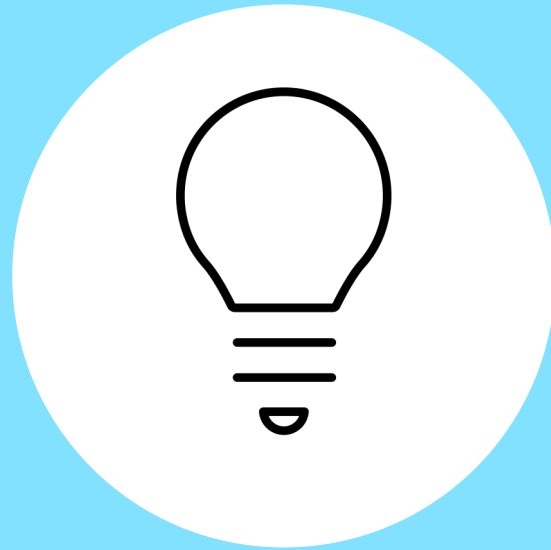
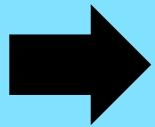


Your STOP for INSIGHTS

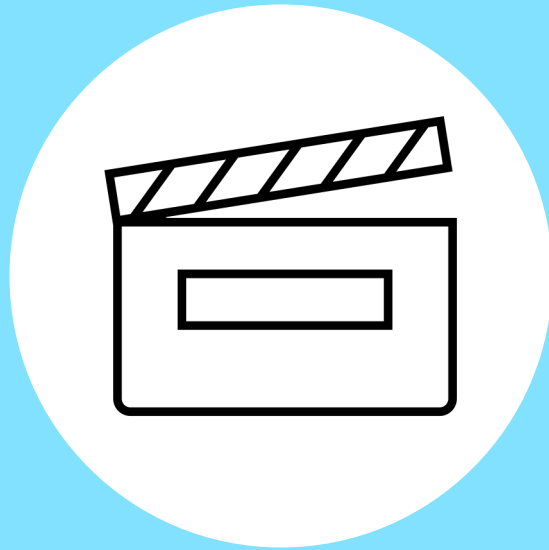
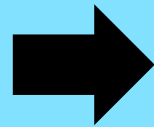
THE JOURNEY



**USING
DATA**



**CREATING
INSIGHT**



**TAKING
ACTION**



WHAT IS



Coca-Cola Lens is an insights platform focused on future growth, magnifying relevant trends to help you anticipate people's needs.

ARTICLES

INSIGHTS

- Optimal Cold Vault Flow
- State of the Marketplace
- Ecommerce and Size of the Prize
- Diner Psychology
- Maximizing Menus
- Unlocking Growth Amidst Channel Blurring
- Premium Water Insights
- Theme Parks and Beverages

-
- CR Heat Map - **NEW**
 - Q1 State of the Marketplace - **NEW**
 - Menu Design Optimization - **NEW**

PERSPECTIVE

- S** Power of the Hispanic Consumer
- Understanding Gen Z
- Macroeconomic Snapshot
- Meal Missions
- Digital Trends
- Future Households
- Taking Part in On-Premise
- Macro Forces and Trends

- Rethinking Value - **NEW**
- Loyalty Drivers - **NEW**
- Trip Missions & Trends - **NEW**

TAGS

MARKET TRENDS

CONSUMER INSIGHTS

RETAIL

FOOD SERVICE/ ON-PREMISE

INSIGHTS STOP #1

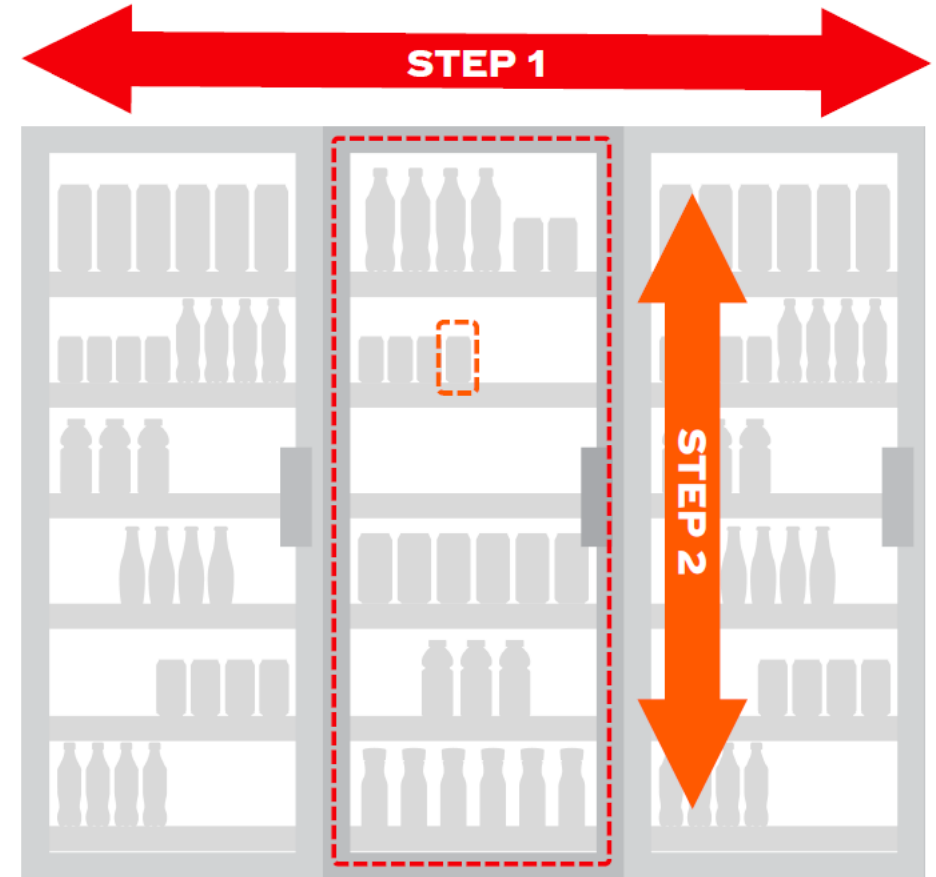
HOW SHOPPERS SHOP THE COLD VAULT

STEP 1

As they approach the Cold Vault, shoppers evaluate and select their preferred category door.

STEP 2

Once a door is selected, shoppers browse and navigate their brand selection vertically within that section.



INSIGHTS STOP #2

WHAT DO SHOPPERS SEE?

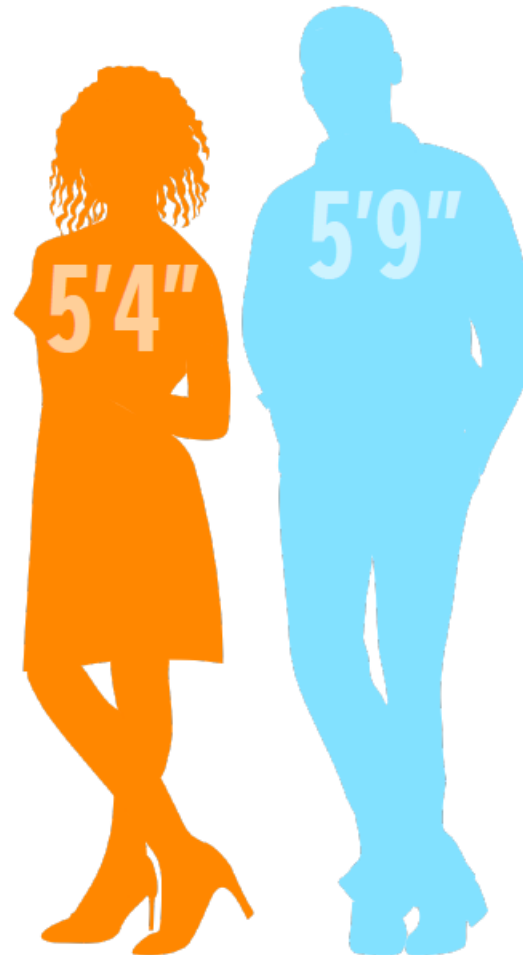
How tall is the average shopper?

For men, the average height is 5'9",

and 5'4" for women. This impacts

where the most "visual heat" is;

shelves at eye level tend to receive



PERCENT VIEWED BY SHELF

Shelf 1

16-18%

Shelf 2

20-24%

Shelf 3

18-20%

Shelf 4

16-18%

Shelf 5

5-7%

Shelf 6

5-7%






INSIGHTS STOP #3

EVERYONE WINS WITH INCREMENTAL COOLERS

3 in 4 grocery shoppers would be inspired to purchase an IC beverage from an incremental cooler.

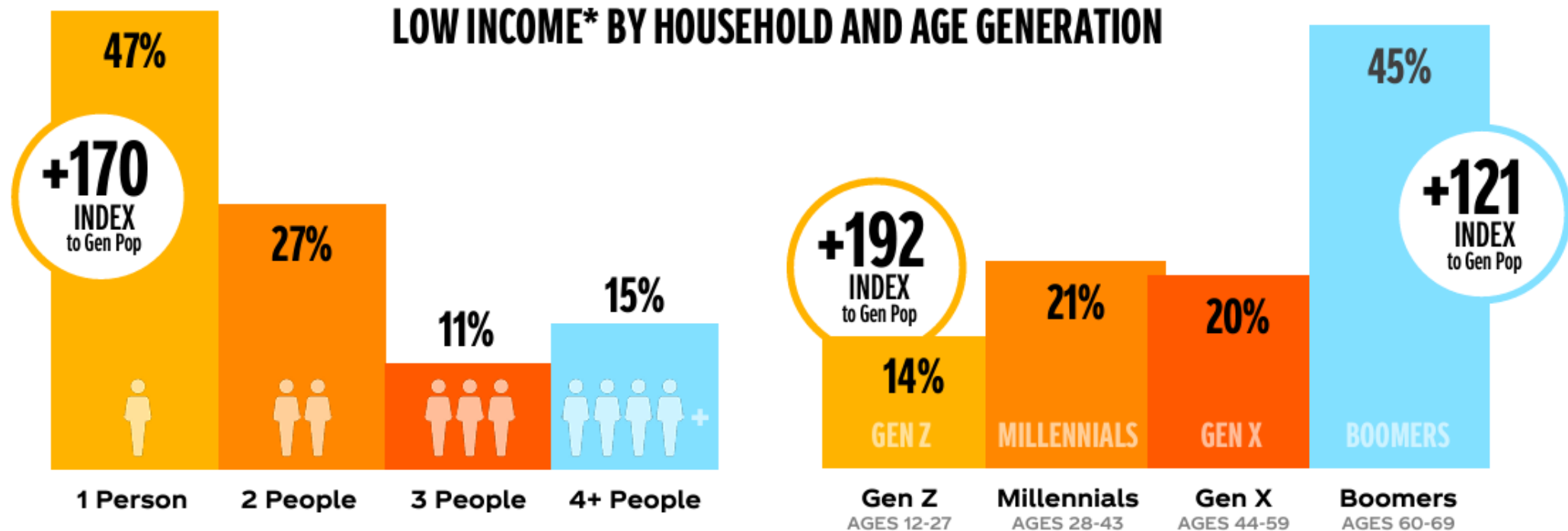
TOTAL IC BEVERAGE PURCHASE CONVERSION

OPEN SHOP EXERCISES

	Open Shop 1: Current Only	Open Shop 2: Current + Incremental	Change
 CONVENIENCE (Fuel-Forward Focused)	58%	74%	+16pts
 GROCERY	38%	51%	+12pts
 MASS RETAIL	30%	36%	+7pts
 DRUG	58%	61%	+3pts
 DOLLAR	45%	47%	+2pts

INSIGHTS STOP #4 VALUE FOR ALL

Understanding how to provide the best value to households extends beyond income alone and demands a more inclusive approach.



INSIGHTS STOP #5

WHAT MATTERS TO GEN Z?

This generation has grown up to celebrate individuality, financial independence, and mental health. While highly skeptical, they also believe in creating positive change in the world and are often influenced by diverse cultures.

LIFE ONLINE

These digital natives have grown up immersed in an online, mobile-first world, making them both highly informed and entertained.

RESPONSIBILITY

Despite constant volatility in their lives, Gen Z are jumping into adulthood with enthusiasm and not leaving anything to chance.

ENTREPRENEURS

They define success as freedom and fulfillment—they want to start or own their own business rather than conform.

FINANCIAL SAVVINESS

Gen Z believes financial stability and savviness are prerequisites to not only personal, but also societal progress.

CELEBRATE DIFFERENCES

They embrace their own unique qualities and encourage peers to do the same, valuing individuality as a way to enrich the world.

CUSTOMIZATION

Growing up, personalization has become the norm and they have come to expect tailored products, services, content, and experiences.

NOVELTY

Gen Z seeks new and exciting ways to experience the world and express their individuality, often influenced by diverse cultures.

MENTAL HEALTH

As a top priority, Gen Z is breaking the stigma surrounding mental health and is vocal about the importance of self-care.

Source:

FORMING TRUST

Highly skeptical of traditional information sources, they seek out diverse perspectives and inner circle to form their own opinions.

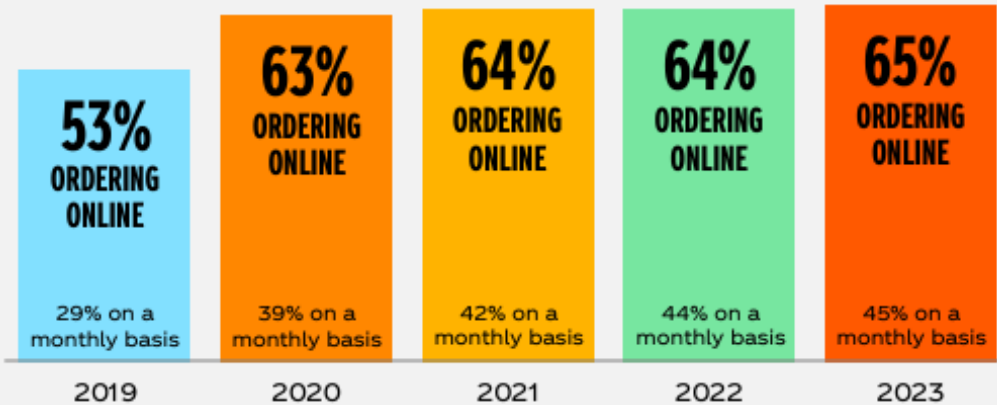
ACTIVISM

Grave circumstances have prompted Gen Z towards an action-oriented attitude motivated to create positive change in the world.

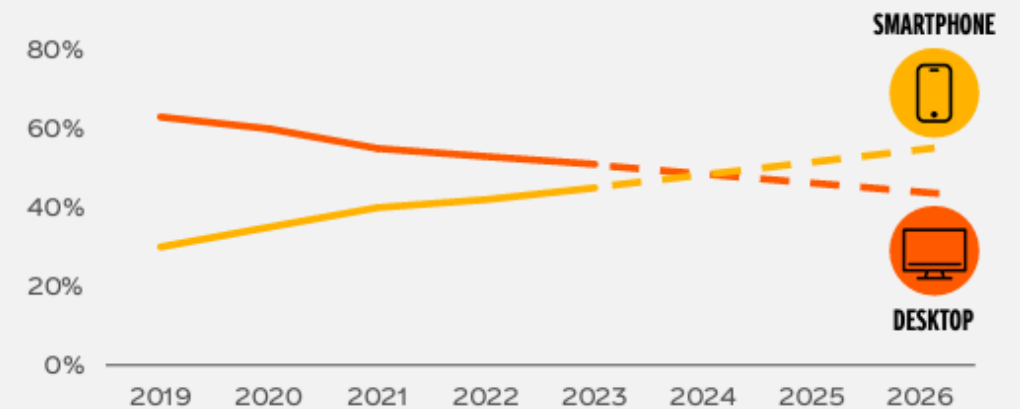
INSIGHTS STOP #6

ONLINE SHOPPING AS A NEW TRIP MISSION

Online Shopping Frequency
Among total respondents



Type of Device Used to Complete Order
Among total online orders



After a steep increase from 2019 to 2021, grocery dollars spent online continue to stay elevated. However, consumers have shifted to more app usage and building their orders online over time. Based on insights from iSHOP, online orders via smartphone continue to increase in a way that suggests they may soon overtake computer orders.

LIVE NOW!!



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