

## Competitor Analysis Report - Doritos

Below is a detailed analysis of Doritos' competitors in the snack industry:

Competitor	Products	Price Range	Distribution Strategy	Promotional Strategy
Lays	Chips, Dips	\$1.50 - \$3.00	Global distribution, available in supermarkets, convenience stores	TV commercials, social media promotions
Pringles	Stackable Chips	\$1.00 - \$2.50	Wide distribution network, available in airports, online	Celebrity endorsements, limited edition flavors
Cheetos	Cheese Snacks	\$1.00 - \$2.00	Focus on convenience stores, gas stations	Interactive social media campaigns, partnerships with movies
Ruffles	Ridged Chips	\$1.50 - \$3.50	Popular in North America, available in bulk stores	Sports sponsorships, product tie-ins