SOFT DRINK MARKET INSIGHT CHALLENGE

BRAND TYPE

Coca-Cola
pepsi
FANTA
Original American Cola East Africa
7up
Sprite
La Casera
Bigi

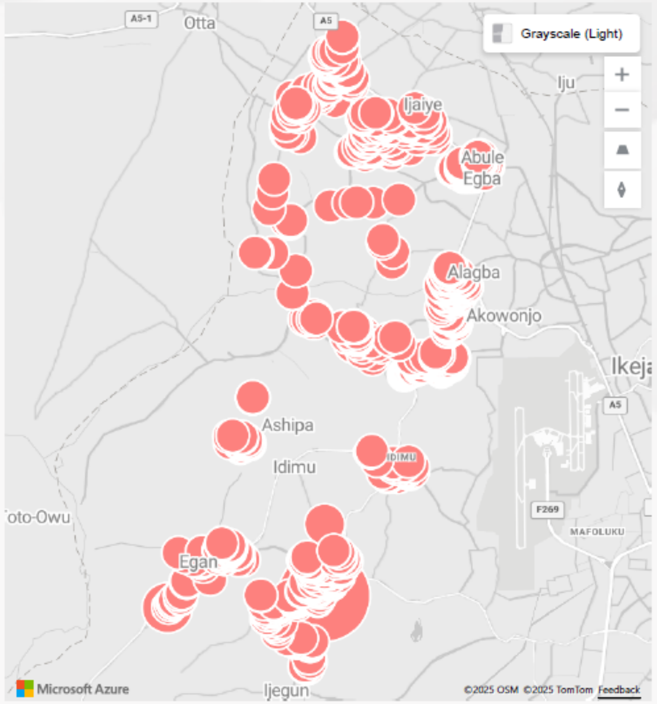
Brand Group

La Casera Group	Others / Local	RC Cola International	Seven-Up Bottling Company Nige...
Local / Generic Brand	PepsiCo	Rite Foods	The Coca-Cola Company

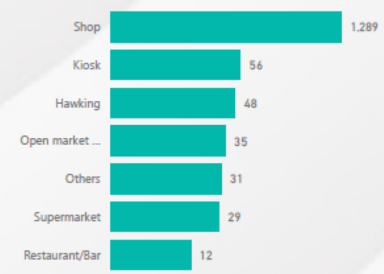
Total Outlets	Total Records	Total Brands	Total Packages	Avg Brands Per...	Risk %
1,500	11,317	15	4	4.20	15.00%

Well Stocked Outlets	Risky Outlets	Avg Stock Score	Top Brand	Top Package	Stock Availability %
595	225	3.50	Coca-Cola	PET50_1L	82.87%

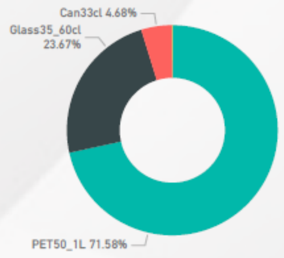
Geographic View: Top Brand by Total Outlets



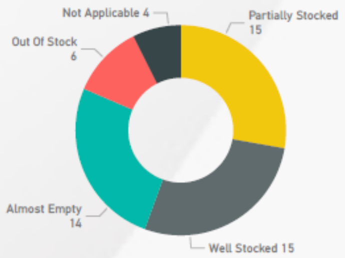
Total Outlets by OutletType



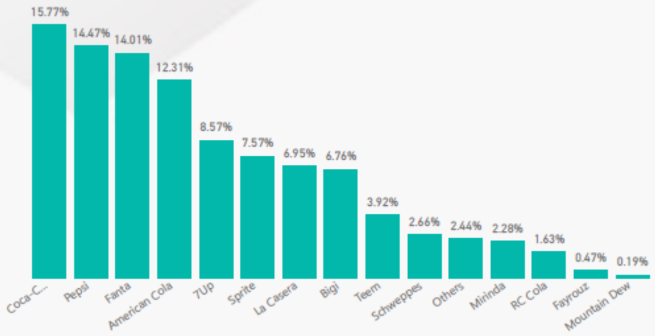
Package Share % by PackageType



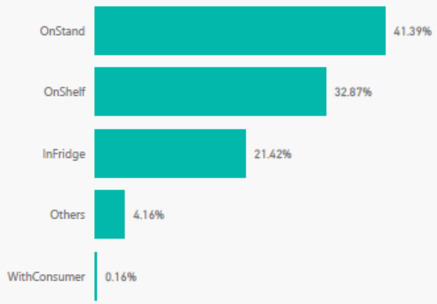
Total Brands by StockCondition



Brand Share % by ProductType



Display Share % by DisplayType



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BRAND TYPE

DASHBOARD INSIGHTS

Market Coverage

- The analysis covers 1,500 outlets and 11,317 product records, indicating strong field-level representation.
- The beverage market features 15 active brands, showing heavy competition at retail level.

Retail Structure

- Traditional shops dominate the market, accounting for over 85% of all outlets.
- Modern retail formats such as supermarkets and restaurants have limited presence, confirming dependence on neighborhood stores.

Brand Performance

- Coca-Cola, Pepsi, and Fanta jointly control nearly 45% of brand visibility.
- American Cola holds a strong fourth position, reflecting good acceptance of non-international brands.
- Fayrouz and Mountain Dew show the weakest penetration, requiring targeted visibility strategies.

Packaging Trends

- PET bottles lead with 71.6% share, showing preference for affordable and portable packaging.
- Glass bottles account for 23.7%, mainly in traditional retail.
- Cans have limited reach at 4.7%, indicating low cold-chain usage.

Display Execution

- Over 41% of products are placed on stands, making it the most effective visibility driver.
- Only 21% are stored in refrigerators, showing limited cooling infrastructure in outlets.

Stock Health

- Around 15% of outlets face availability risk due to low or no stock.
- Inconsistent stock levels indicate supply chain inefficiencies across multiple brands.

Consumer Access

- Each outlet carries an average of 4 brands, offering consumers multiple choices and increasing competitive pressure.