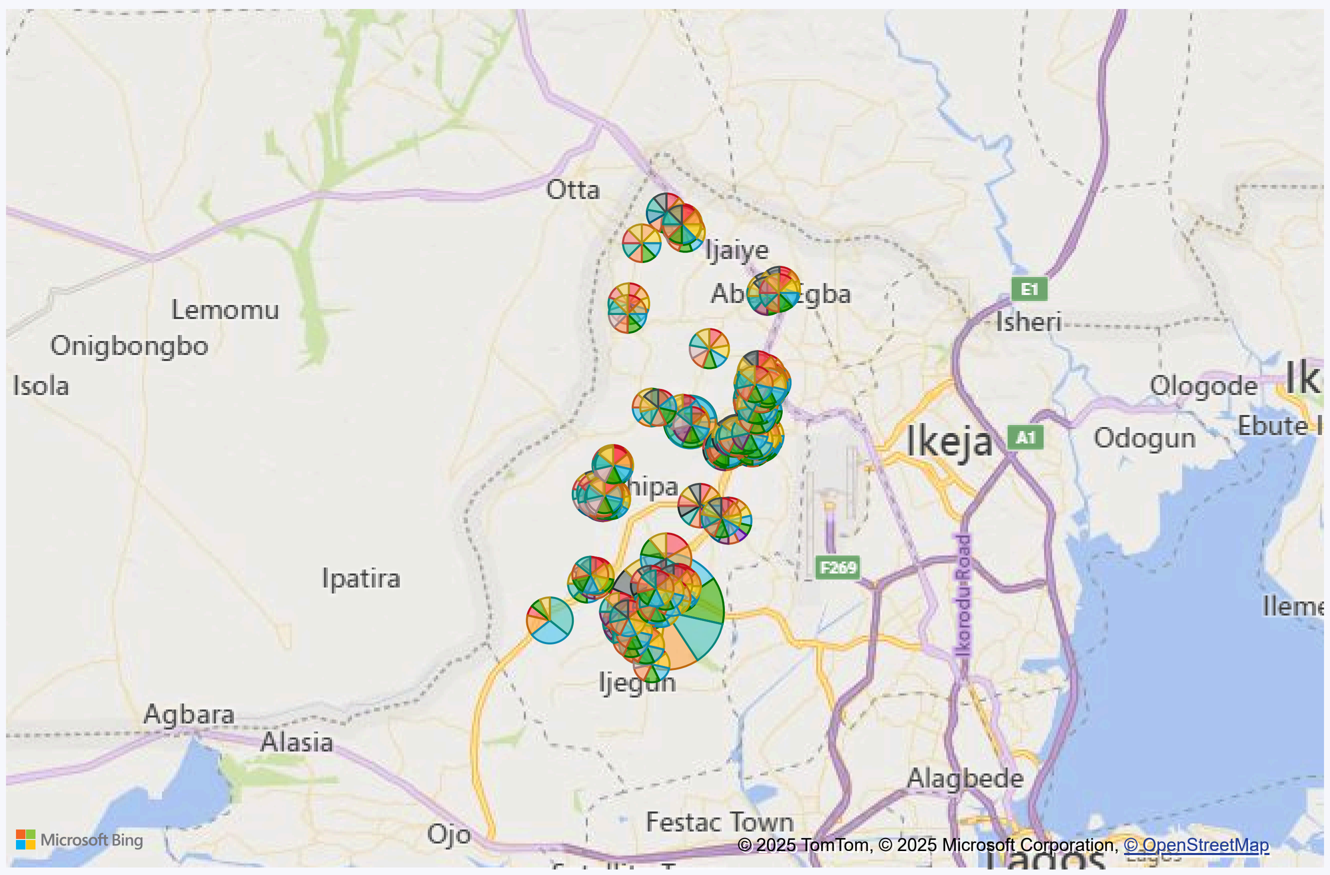
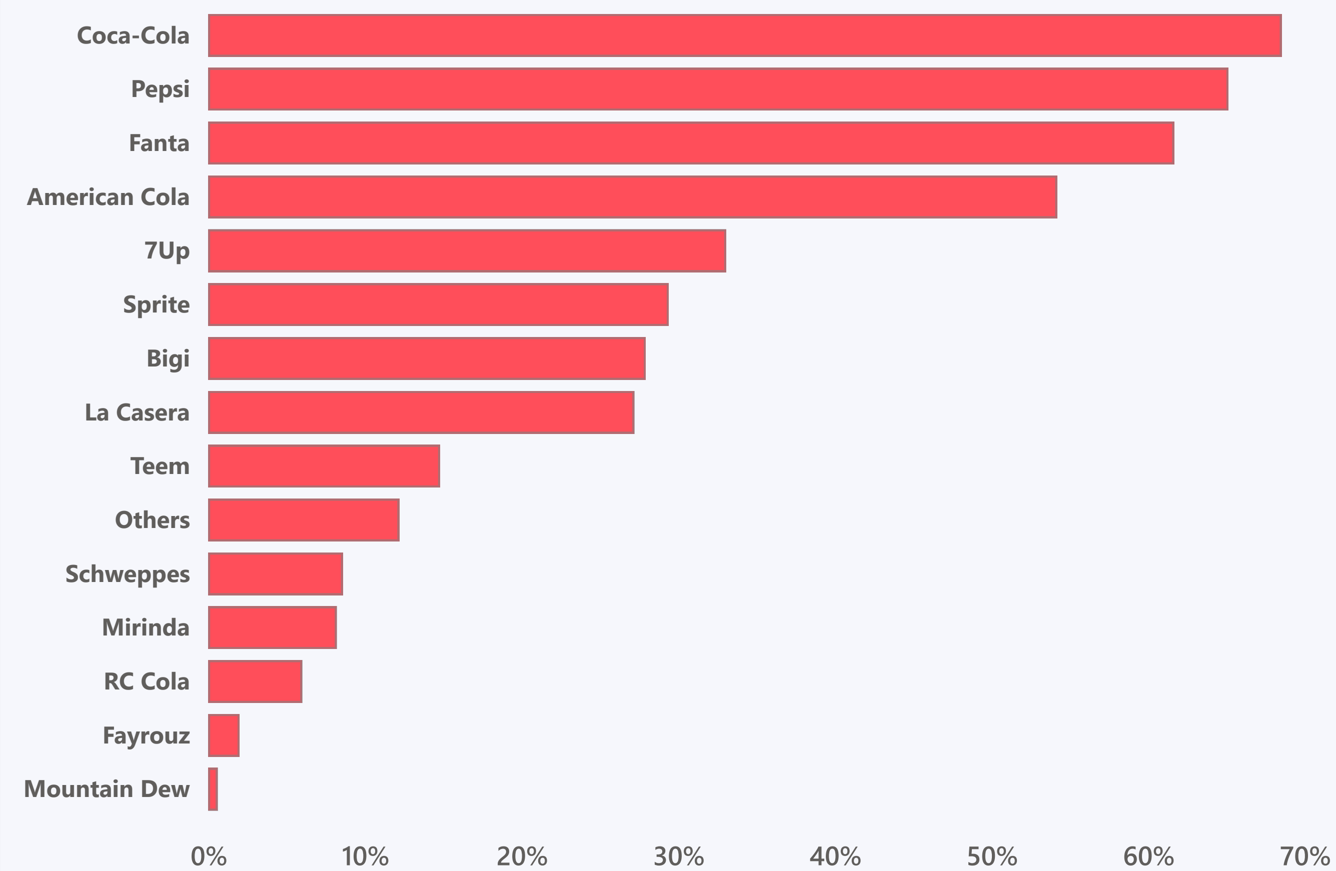
Soft Drink Market Insight Dashboard

Total Oulets	Brand Penetration	Most Dominant Brand	Most Common Display Type	Most Common Package Type
1.5K	100%	Coca-Cola 68.5%	On display stand 927	PET bottle (50cl/1L) 1,368

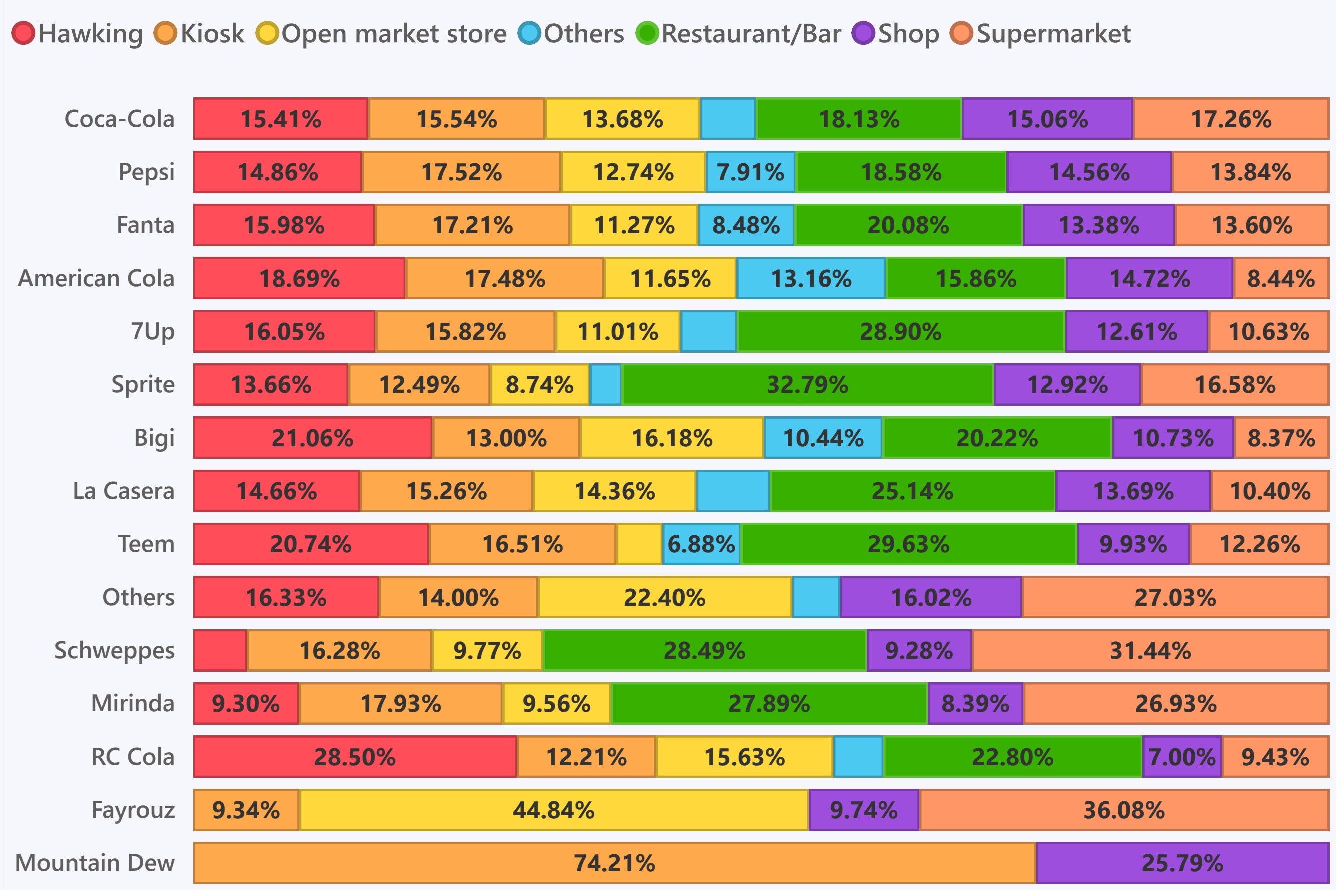
Product Type count by Brands



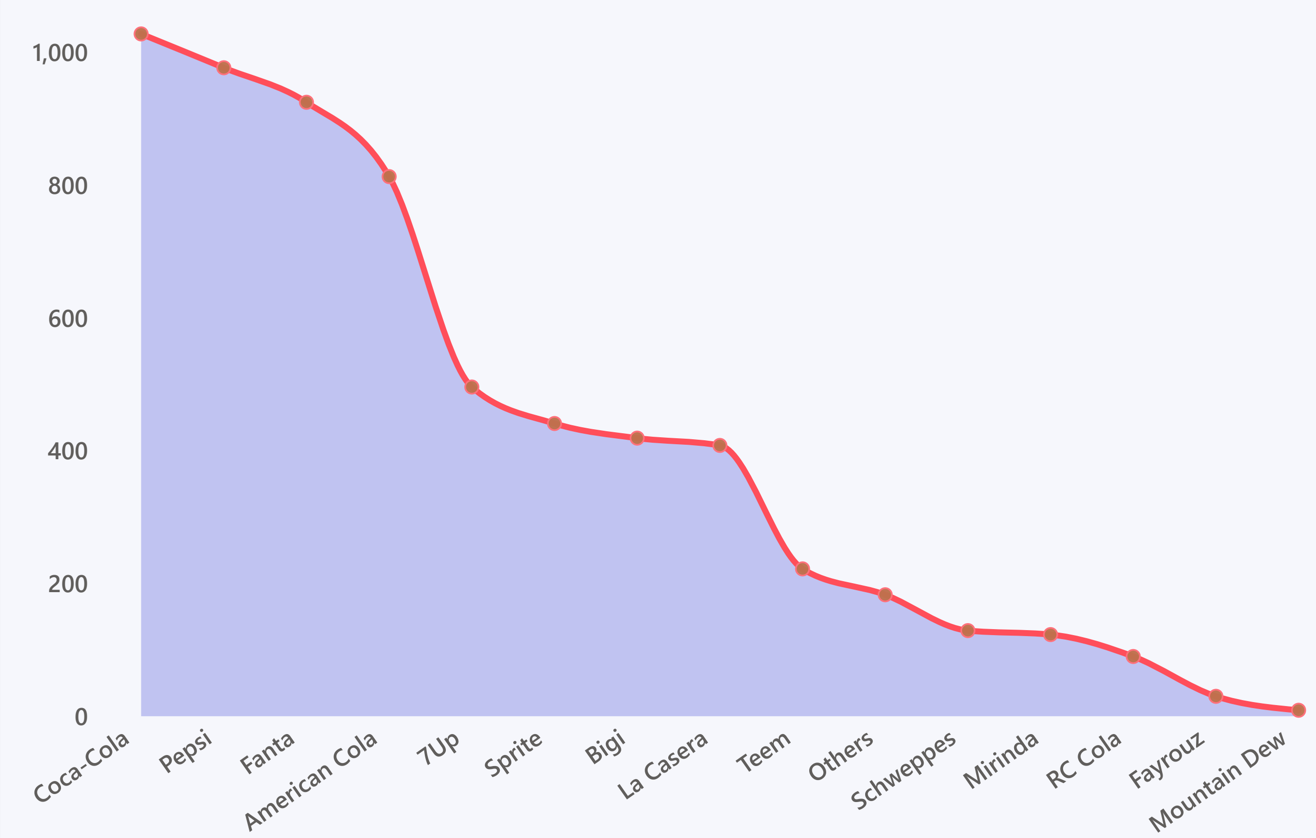
Brand Penetration



Brand Availability



Brand Consumers Trend



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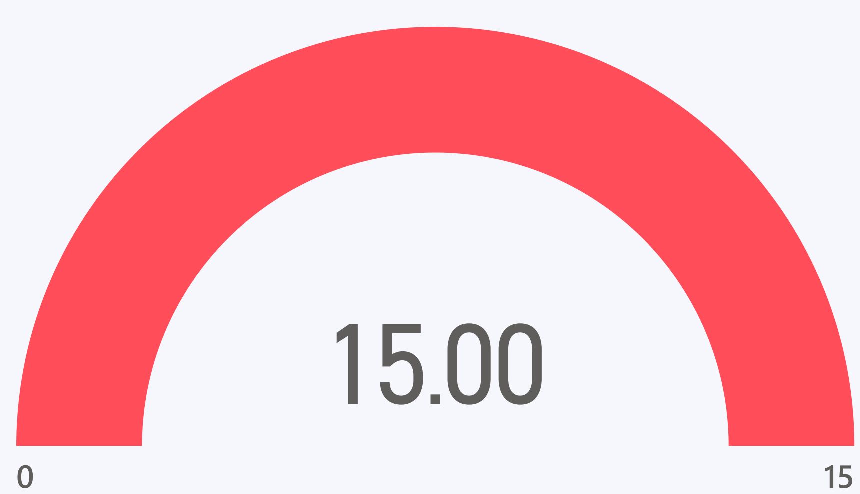
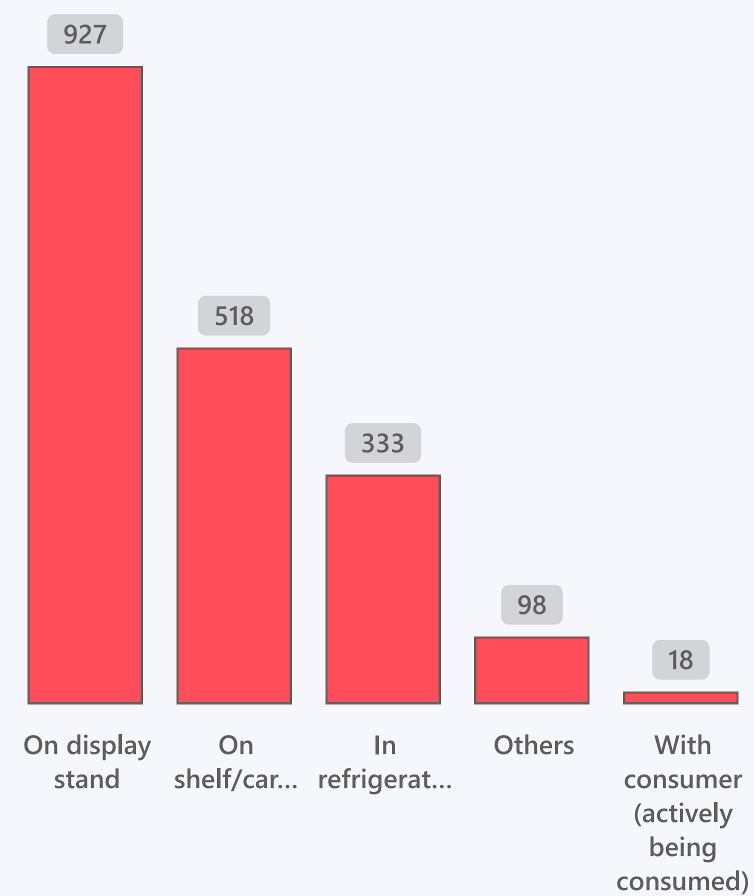
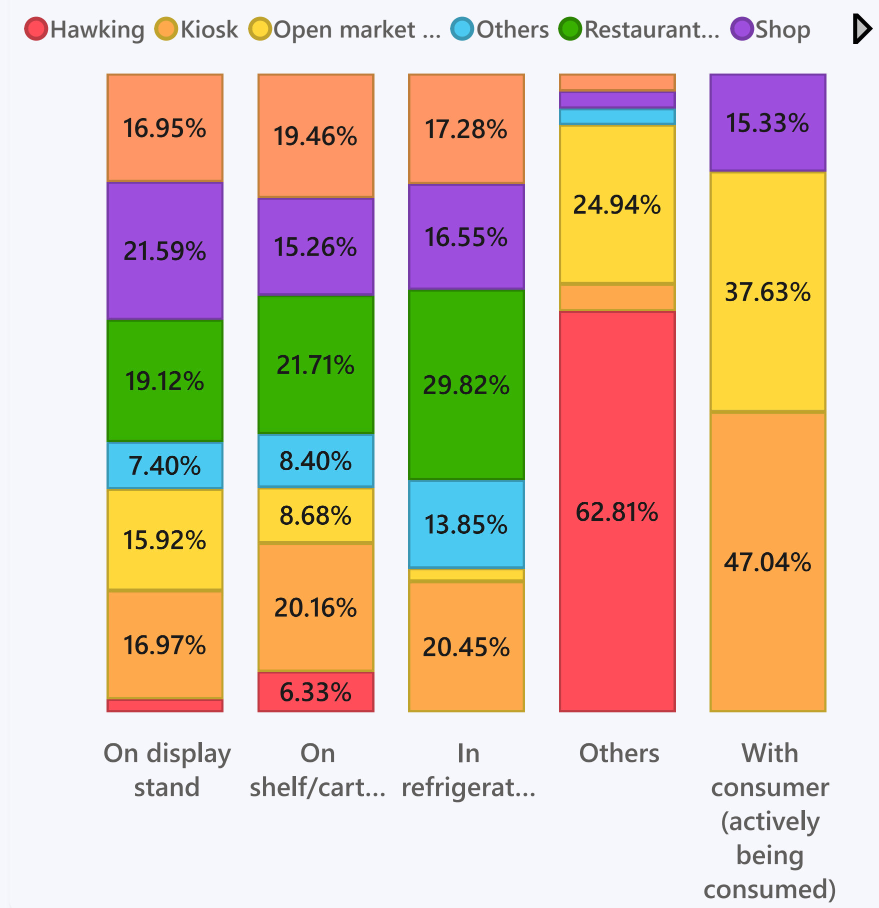
Brand Richness Score



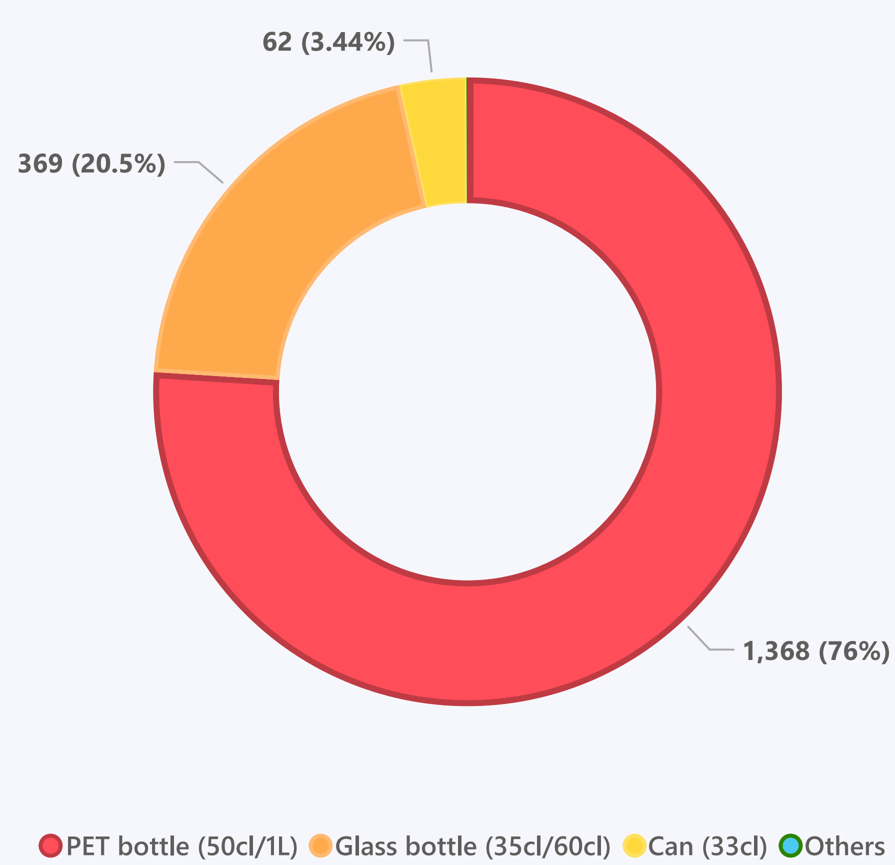
Product Display Count



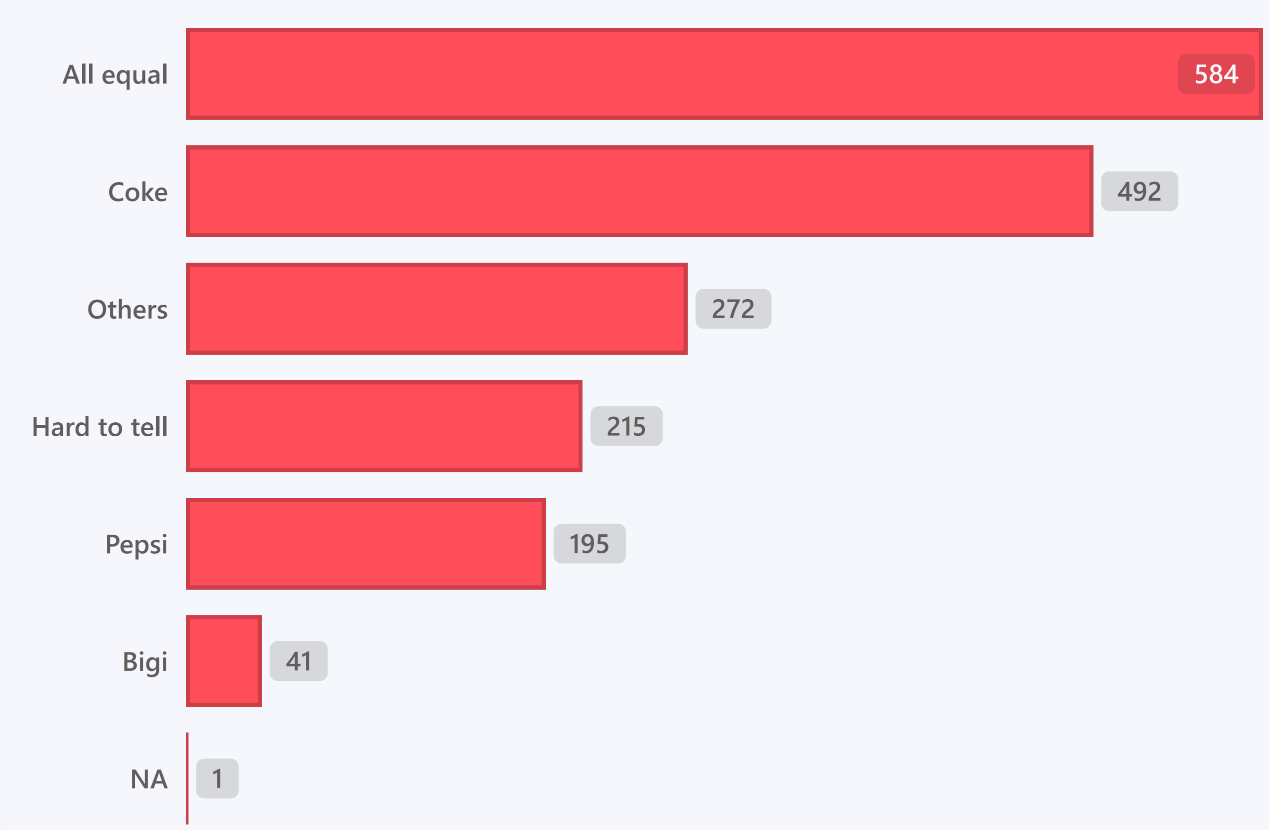
Display Penetration



Package Count



Product_With_Higher _Shelf_Refrigerator_Presence



Soft Drink Market Insight Report

Overview

This analysis evaluates the availability, visibility, packaging distribution, and consumption trends of major soft drink brands across 1,500 outlets. Using Power BI, the data was transformed to uncover insights on brand dominance, display strategy effectiveness, and market penetration.

Brand Dominance & Market Penetration

Coca-Cola emerges as the most dominant brand, achieving 68.5% penetration, making it the most widely visible brand across all outlet types. Pepsi follows closely, maintaining strong visibility and distribution.

In contrast, Mountain Dew shows the lowest penetration, appearing only in kiosks and shops, and in very limited quantities. This restricted distribution significantly reduces consumer visibility and consumption. Fayrouz also shows limited availability, appearing only in specific outlets such as kiosks, open markets, shops, and supermarkets.

Brand Availability Across Outlet Types

Most brands are widely available across multiple outlet types, except for Mountain Dew and Fayrouz. Brands with broader distribution networks predictably show higher visibility and performance.

Brand Richness & Consumer Trend

The market offers consumers a wide variety of 15 brands. However, consumption trends show a steep decline after the top-performing brands, indicating concentrated consumer preference among a few dominant players.

Display & Visibility Analysis

Display strategy plays a major role in consumer visibility: The most common display type is the display stand (927 counts). Coca-Cola has consistently high visibility due to mandatory display presence across outlets. Brands with low display presence, such as Mountain Dew, also show weak consumer engagement. This confirms that display placement and merchandising execution directly influence brand performance.

Packaging Preferences

Packaging analysis reveals that consumers strongly prefer PET bottles: PET bottle (50cl/1L): 78%, Glass bottle: Much lower, and Cans: Lowest share. This indicates strong market adoption of PET formats, likely due to convenience, durability, and mobility.

Recommendations

A. Expand Distribution Network

Mountain Dew and Fayrouz must expand into roadside hawkers, supermarkets, and open markets, channels where top-performing brands dominate.

B. Strengthen Display Agreements

Brands should secure:

- mandatory display spaces
- prominent shelf placements
- increased refrigerator allocations

C. Increase PET Bottle Stocking

Given its dominance, brands with heavy canned formats should focus on PET bottles for higher consumer adoption.

D. Optimize High-Consumption Channels

Since hawkers account for the highest consumption (47%), brands should:

- improve stock supply
- offer incentives for hawkers
- deploy PET-only formats for mobility

E. Benchmark Coca-Cola's Execution

Coca-Cola's exceptional penetration, visibility, and refrigerator presence provide a proven distribution and merchandising strategy that other brands should model.

Conclusion

The soft drink market is highly competitive but clearly led by Coca-Cola. Brands with strong display presence, wide distribution, and PET packaging formats achieve significantly higher visibility and consumption. Strategic improvements in distribution, packaging, and merchandising can dramatically improve performance for underperforming brands.