



Region

Midwest
Northeast
South
Southeast
West

Years

2022
2023

Last Update Jan 2024

Coca-Cola USA Retailer Dashboard

Figures in USD



Total Sales
12,016,665

Units Sold
24,788,610

Average Price
\$0.45

Total Operating Profit
4,722,497

Sales by Beverage Brand

Brand	Sales 2022	Sales 2023	Variance
Coca-Cola	499,102	2,268,975	1,769,873
Dasani Water	469,271	1,917,828	1,448,557
Diet Coke	423,759	1,633,959	1,210,201
Fanta	315,489	1,116,063	800,574
Powerade	349,534	1,302,529	952,995
Sprite	366,578	1,353,578	987,000
Total	2,423,733	9,592,933	7,169,200

Sales by Retailer

Retailer	Sales 2022	Sales 2023	Variance
Amazon	276,210	1,009,699	733,489
BevCo	466,788	2,327,607	1,860,819
FizzyCo	161,210	2,262,827	2,101,617
Target	9,250	1,341,995	1,332,745
Walmart	339,913	580,211	240,299
West Soda	1,170,362	2,070,594	900,233
Total	2,423,733	9,592,933	7,169,200

Sales and Operating Profit Margin by Quarter

