



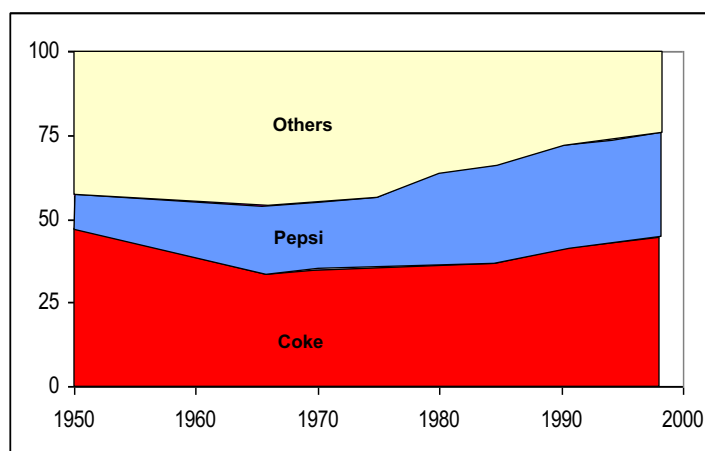
COLA WARS: COCA COLA & PEPSI PERFORMANCE (TILL 2000)

RC STRATEGY

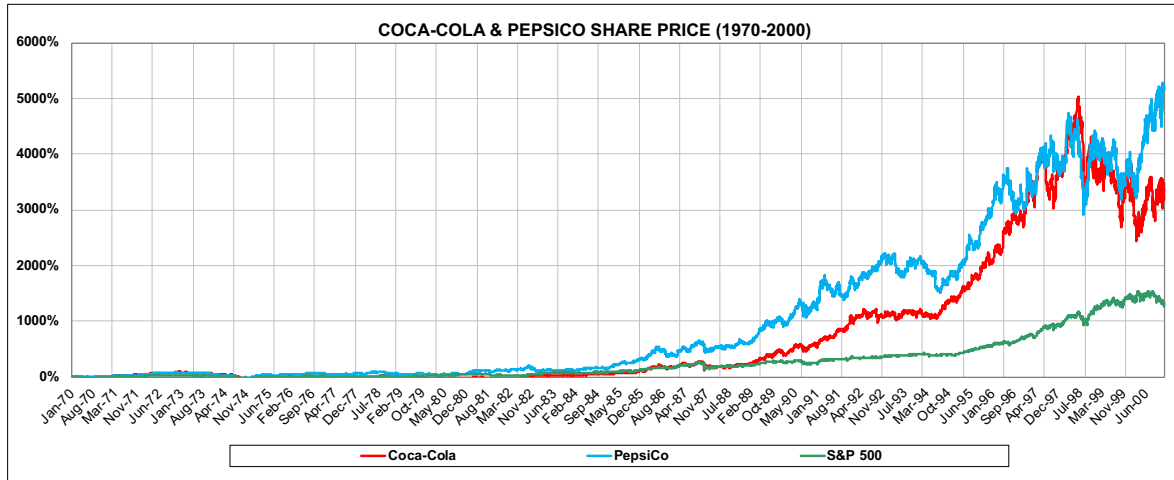
ASHISH NANDA

FALL 2025

Evolution of U.S. CSD Market Share (1950-2000)



Coca-Cola & PepsiCo Share Price (1970-2000)

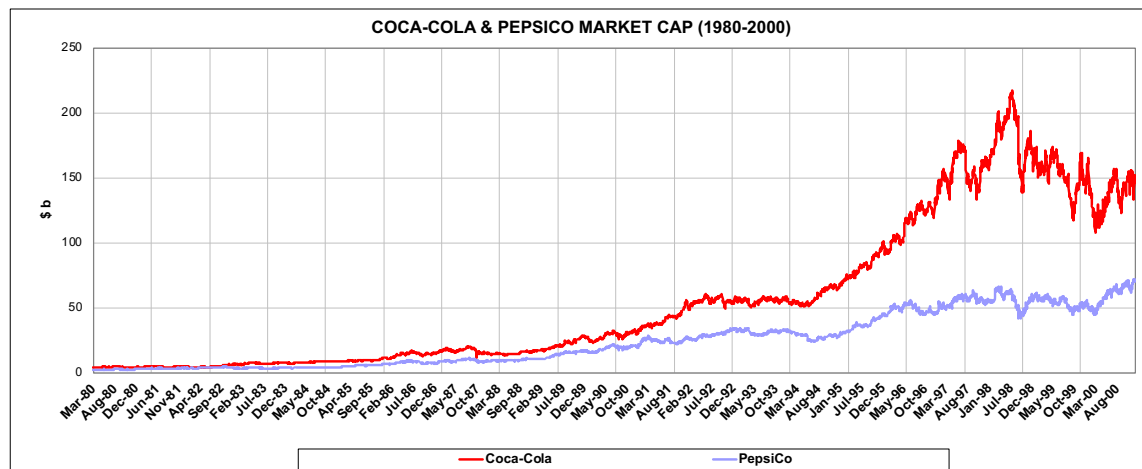


Source: Capital IQ

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Coca-Cola & PepsiCo Market Capitalization (1980-2000)



Source: Capital IQ

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