

COCA-COLA® offers a variety of brands to support the ON THE GO REFRESHMENT occasion.
Key beverage categories for the ON THE GO REFRESHMENT occasion: sparkling, coffee, tea, and water

The ON THE GO REFRESHMENT occasion accounts for 1 in every 3 beverages consumed away from home ¹



ON THE GO REFRESHMENT

Beverages for
consumers to enjoy
while taking a pause
from the day



Why consumers purchase beverages for ON THE GO REFRESHMENT

Satisfying thirst quencher ¹

Energy and alertness ¹



#1 FASTEST GROWING
NARTD BEVERAGE BRAND
IN THE U.S. ²



#1 DRIVER OF DIET COLA
CATEGORY GROWTH ³



+7.4%
\$ GROWTH SINCE GOLD PEAK
REAL BREWED LAUNCH ⁴



#1 BASE WATER BRAND IN
DOLLARS AND AMONG SINGLE
SERVE WATER BRANDS ⁵



DUNKIN' MONTHLY+ CONSUMERS ARE
GROWING +10% ⁶

SOURCES: 1. Consumer Beverage Landscape Study 2019, 2. Nielsen AMC 2020 YTD W/E 06-27-2020, 3. Nielsen Total US AMC 2019 vs. 2018, 4. Nielsen Scan I AMC I RTD Tea I Q1 2019 thru Q2 QTD 2020, 5. Nielsen Scanning, AMC 2018, 6. Bev360, Dec 2019