

COCA-COLA® offers a variety of brands to support the WELLNESS HYDRATION occasion.
Key beverage categories for the WELLNESS HYDRATION occasion: bottled water, tea, and enhanced water.

WELLNESS HYDRATION is the largest occasion for away from home beverage consumption (41%)¹



WELLNESS
HYDRATION

Beverages to meet
consumers' needs for low-
and no- calorie options that
align with their health goals



Why consumers purchase beverages for WELLNESS HYDRATION

Purifying replenishment ¹

Basic thirst quencher ¹



1.9x SALES VS NEAREST
COMPETITOR ²



#1 BASE WATER BRAND IN
DOLLARS AND AMONG SINGLE
SERVE WATER BRANDS ³



#1 DOLLAR SHARE
IN CATEGORY ⁴



#1 TOP SELLING ORGANIC
RTD TEA ⁵

*ONLY UNSWEETENED HONEST TEA BRANDS
ARE A SOURCE OF HYDRATION



1.2X BUBLY'S LAUNCH \$
VOLUME AND \$ VELOCITY ⁶

SOURCES: 1. Consumer Beverage Landscape Study 2019, 2. Nielsen 6/2020, 3. Nielsen Scanning, AMC 2018, 4. Nielsen Scanning, AMC 2020 5. Nielsen Scanning Total US AMC Latest 52 WE 5/30/20, 6. Nielsen Scanning – AMC AHA weeks 1-18; week 14 is w/e 6/27/2020