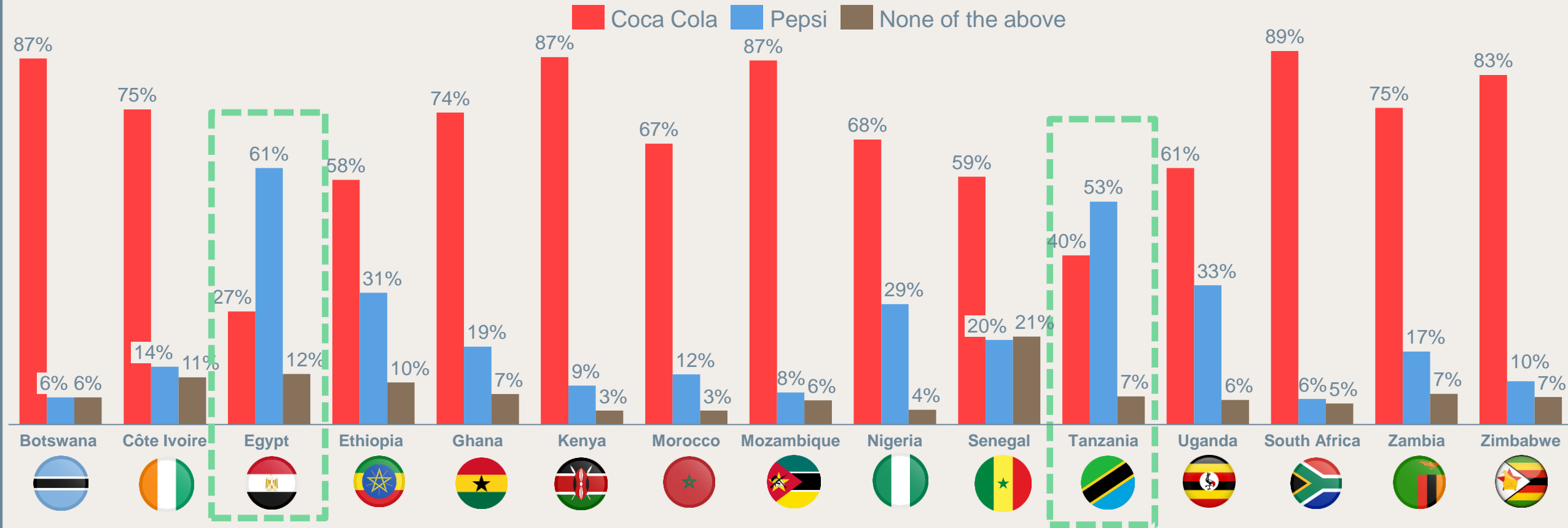


# Coca-Cola VS. - Coca Cola strongly preferred over Pepsi

Brand battle on SagaPoll online panel - May 2022



### Methodology:

SagaPoll survey, asked to over 10,000 respondents across 34 countries.

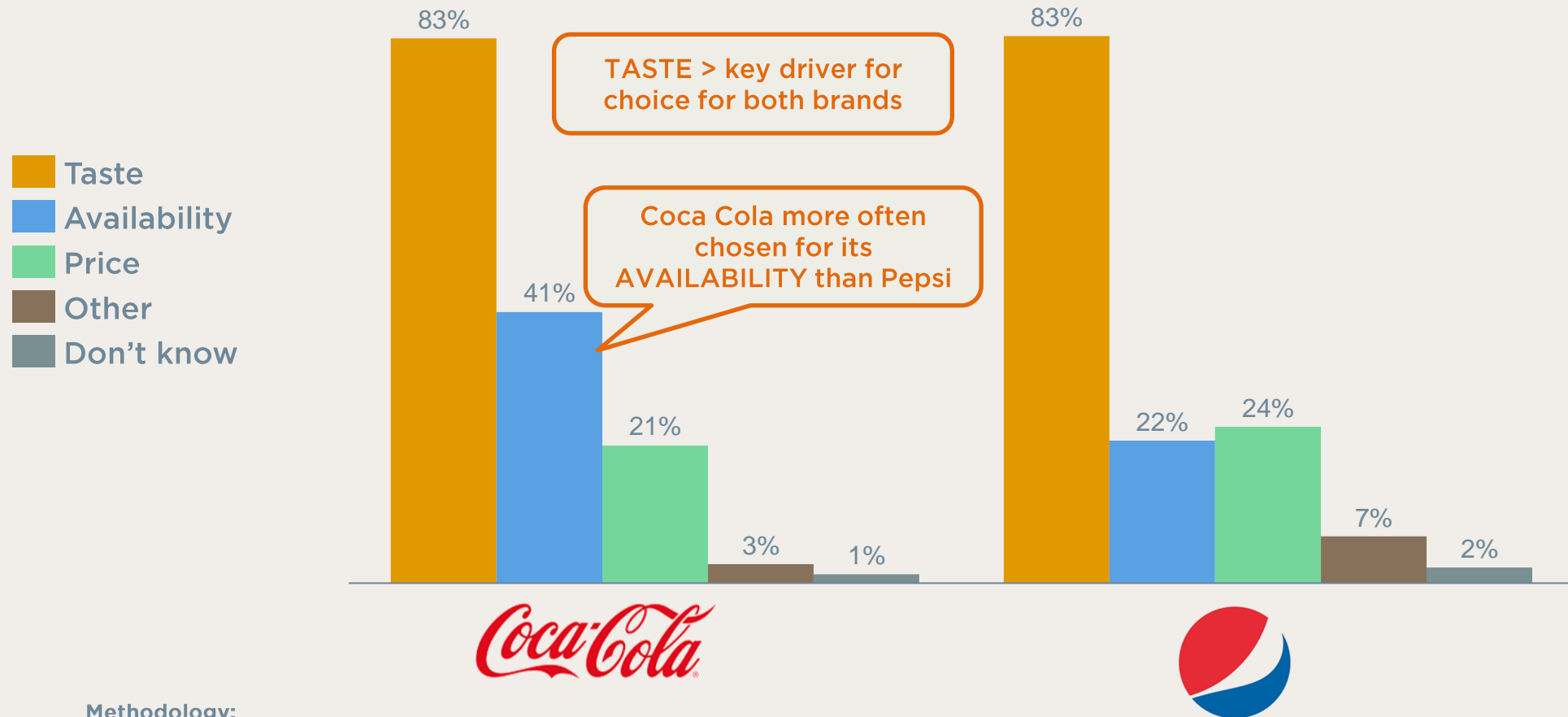
Survey Question: Which brand do you prefer? Coca Cola / Pepsi / None of the above

Population: adults above 18 years old. Minimum base size of 30 required to show data.

Period: May 2022

# Coca-Cola VS. Pepsi - Reasons of preference by preferred brand

Brand battle on SagaPoll online panel – May 2022



#### Methodology:

SagaPoll survey, asked to over 10,000 respondents across 34 countries.

Survey Question: Why do you have this preference? Taste / Availability / Price / Other / Don't know

Population: adults above 18 years old. Minimum base size of 30 required to show data.

Period: May 2022

**Interested?**

**To receive further data and/or analysis at a more granular level  
please reach out to us at  
[contact@sagaciresearch.com](mailto:contact@sagaciresearch.com)**