

In Brief: Non-Alcoholic Beverages

Spring 2026

Recent Research Insights

Business Landscape

ALL SHOPPERS

INSIGHT



Recent P2PI research indicates that **macroeconomic volatility** and **job insecurity** are expected to be primary drivers of shopper behavior. Specific economic concerns include:

- 19% are concerned about tariffs.
- 12% are concerned about benefit reductions.

Compared to 3 months ago, **94%** of shoppers are **spending more time planning, comparing prices and seeking value.**

- 24% feel “neutral” about shopping, leaving them highly sensitive to economic pressures and store friction.



IMPACT



- Concerns are fueling an **intensified focus on value and cost savings.**
- Shoppers are **shifting toward private labels and bulk buying.**
- They report they are **increasingly willing to trade off brand loyalty for better value.**

Category Shopping Habits

BEVERAGE CATEGORY

75%

SHOP ONCE
A WEEK+

Shoppers shop for groceries at least once a week.

SOURCE: Retail Media Guild Shopper Study (Aug 2025), Path to Purchase Institute. Includes ALL shoppers (not just those shopping for Beverages).

PERCENT OF SHOPPERS
BUYING CATEGORY IN STORE

66%

NON-ALCOHOLIC
BEVERAGES

Over $\frac{2}{3}$ of shoppers indicate they purchase non-alcoholic beverages **in-store**.

SOURCE: Future of In-Store Shopping Experience (March 2026), Path to Purchase Institute

INSIGHT



Respondents report they prefer to shop for non-alcoholic beverages in a store so they can **see the products in-person and look for in-store sales and promotions.**

SOURCE: Future of In-Store Shopping Experience (March 2026), Path to Purchase Institute



IN THEIR WORDS...

Recent Verbatims From
Convenience Operators

*“Energy category
is ON FIRE!”*

*“Energy drinks have seen the
highest increase in sales.”*

SOURCE: 2026 Convenience Store News Forecast Study

ConvenienceStore
NEWS



GROWTH DRIVERS

CONVENIENCE CHANNEL

Energy drinks remain a major growth driver for the convenience channel; operators report that they are **seeing the highest growth in years**, particularly among Gen Z and Millennial shoppers.



Generational Drivers: According to the *2026 Realities of the Aisle* study, **Millennials remain the most viable target** for various beverage types, scoring significantly higher than older generations for purchasing sports drinks, fruit juice and functional beverages at convenience stores.



The Ultimate Meal Add-On: When shoppers buy prepared foods from convenience stores, 93% continue to buy other items. **Millennials are significantly more likely to purchase beverages** like bottled water (37%) and sodas to accompany their meals.



Yesway & Alsups Stack & Save Promotion
December 2025



Tri-Star Energy
March 2025

SOURCES: 2026 Realities of the Aisle, Convenience Store News
2025 Realities of the Aisle, Convenience Store News
<https://csnews.com/yesway-alsups-launch-summer-deals>
<https://csnews.com/twice-daily-rolls-out-seasonal-menu-offers>

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE



58%

of US shoppers say they actively monitor ingredients in the drinks they buy.

52%

indicate they would pay a premium for beverages tied to health and wellness benefits

SOURCE: EY Americas Beverage,
as reported by *Progressive Grocer* on March 9, 2026
<https://progressivegrocer.com/wellness-becoming-baseline-beverage-brands-report>

Ahead of What's Next
**Progressive
GROCER**



GROWTH DRIVERS

GROCERY CHANNEL

Despite shoppers' increased budgeting and list-making efforts, our research indicates that over half of grocery shoppers report actually spending more than they did last year, with the average recent trip totaling \$113.

INSIGHT



Recent Category Spending Shifts: The 2026 *Consumer Expenditures Study* reveals that there was a notable increase in soft drink purchases at grocery stores, with 46% buying it in the past month.

INSIGHT



Is the Future Functional Benefits? Although the research shows that recent purchases of plant-based foods and functional beverages were down, many industry leaders still believe that health & wellness will become core pillars of beverage growth. Functional beverages are expected to hit \$248B by 2030 (Grandview Research, as reported by *Progressive Grocer* on February 13, 2026)

ARTICLES



“Wellness Becoming Baseline for Beverage Brands: Report

(March 9, 2026)

<https://progressivegrocer.com/wellness-becoming-baseline-beverage-brands-report>

SOURCES: 2026 Realities of the Aisle, *Convenience Store News*
<https://progressivegrocer.com/functional-beverages-hit-248b-20>

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

Product Discovery & Trial

ALL SHOPPERS

INSIGHT



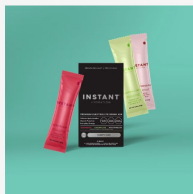
According to the *2026 Canadian Shopper Engagement with Retail Media Study*, $\frac{3}{4}$ of online shoppers agree that they like it when retailers suggest new products that they haven't heard of before - as well as products they have previously purchased or considered.

ONLINE

RECENTLY
SEEN



COMING SOON



Instant Hydration

Clean, zero-sugar hydration with 83 trace minerals—
designed to hydrate in an instant.

LEARN MORE

<https://www.gnc.com/the-drop.html>

New

Fuel your brain & body with
calm focus + steady energy

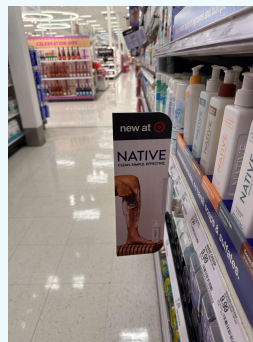
Shop Everyday Dose



Sponsored

[Target.com](https://www.target.com) (April 1, 2026)

IN STORE



First three photos: Target (Highland Park, IL), May 3, 2026



CONVENIENCE



33%

of Gen Z and Millennial
c-store shoppers like to
discover new beverages
at convenience stores.

SOURCE: 2026 C-Store IQ Study, Convenience Store News

ConvenienceStore
NEWS


PRODUCT DISCOVERY

CONVENIENCE CHANNEL

According to recent research by *Convenience Store News*, younger shoppers are more likely to turn to **convenience stores for new product discovery**, particularly in the beverage category.

INSIGHT



Discovery is Beverage-Led: The 2026 C-Store IQ Study reveals that while older generations prefer to discover items at mass merchant or online, **Gen Z and Millennials are over-indexing on seeking new products at convenience stores**. When they do, 33% are specifically looking for new beverages to try. In particular, they are interested in exploring energy drinks (12%), soft drinks (8%) and functional/health beverages (4%).



SOURCE: 2026 C-Store IQ Study, Convenience Store News

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE



IN THEIR WORDS...

“Trends that once took years to develop may now gain traction in a matter of months or even weeks.”

(Dornfeld, Radcliffe, VanLaar)

SOURCE:

<https://progressivegrocer.com/how-product-discovery-reshaping-future-grocery-retail>

Ahead of What's Next
**Progressive
GROCER**



PRODUCT DISCOVERY

GROCERY CHANNEL

In the current economic climate, product discovery has become both more powerful and complex:

“Retailers and distributors can no longer assume innovation will naturally surface through traditional channels. Instead, success increasingly depends on intentional, professional product discovery, a disciplined approach that combines data and category expertise to identify the brands and trends most likely to pull consumers into stores.”

(Tim Dornfeld, Rachelle Radcliffe and Amanda Davio VanLaar of KeHe, speaking to Progressive Grocer.

SOURCE: <https://progressivegrocer.com/how-product-discovery-reshaping-future-grocery-retail>)

ARTICLES



“How Product Discovery Is Reshaping the Future of Grocery Retail”

(May 1, 2026)

<https://progressivegrocer.com/how-product-discovery-reshaping-future-grocery-retail>

RECENTLY
SEEN



“Turning Discovery Into Demand: DoorDash Ads, Chomps Talk Customer Acquisition”

(March 19, 2026)

<https://progressivegrocer.com/turning-discovery-demand-doordash-ads-chomps-talk-customer-acquisition>



Poppi Display in Produce Section
Save-On-Foods (Calgary, AB)
May 1, 2026)

SOURCES: 2026 Realities of the Aisle, Convenience Store News

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

Impulse Buying & In-Store Experience

ALL SHOPPERS

INSIGHT



Spontaneous (impulse) shopping purchases are **most likely** to happen in **mass/supercenters, grocery stores convenience stores** (which are up year over year) and **dollar stores**. A few other interesting pieces of insight include:

- **Younger shoppers** (Gen Z and Millennials) are **more likely** to make spontaneous purchases across most retail categories.
- **Older shoppers** (Boomers and Silent Generation) are **most likely** to be influenced by promotional offers:

33% Gen Z & Millennials

48% Gen X

67% Baby Boomers & Silent Generation



IMPULSE PURCHASE

CONVENIENCE CHANNEL



Opportunities to Treat Themselves: Despite shoppers' efforts to “scale back” shopping and increased likelihood to use a predetermined shopping list, the 2026 C-Store IQ Study shows that impulse purchasing at convenience stores is actually increasing.

Our research shows this behavior is heavily driven by Gen Z and Millennials, who use these unplanned purchases (often new items or LTOs) to “treat themselves”.



Circle K (Montgomery County, MD)
August 22, 2025



Shell (Edmonton, AB)
July 5, 2025



Circle K (Fredericton, NB)
June 23, 2025



RaceTrac (Kingsland, GA)
August 1, 2025

RECENT ARTICLE:



“Convenience Stores Leverage Limited-Time Offers to Build Customer Base”

(April 31, 2026)

<https://csnews.com/convenience-stores-leverage-limited-time-offers-build-customer-base>

ConvenienceStore
NEWS



SOURCES: 2026 C-Store IQ Study, Convenience Store News

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

CONVENIENCE



57%

of convenience store
shoppers self-identify
as “health conscious.”

SOURCE: 2026 Realities of the Aisle Study, *Convenience Store News*

RECENT ARTICLE:



“Three Ways GLP-1 Use Is Reshaping Consumer Behavior”

(May 1, 2025)

<https://csnews.com/three-ways-glp-1-use-reshaping-consumer-behavior>

ConvenienceStore
NEWS



HEALTH TRENDS & GLP-1

CONVENIENCE CHANNEL

2025

INSIGHT



- **Heightened Caffeine Awareness:** While previous studies showed sugar as a top concern, *Convenience Store News' 2025 Realities of the Aisle Study* indicates that **worries over sugar content, calories and complex ingredients actually diminished** in importance over the past year. In contrast, there seems to be a growing interest and focus on the caffeine content in products, particularly among Millennials.
- **Healthy Baskets:** The study also notes that **approximately half of all convenience store shoppers** report that they currently include “healthy and better for you” products in their purchases.

2026

INSIGHT



- **Rise of GLP-1s:** 11% of convenience store shoppers indicate they were considering weight loss medications. Another 10% are actively planning to use them, representing a combined total of over 20% of c-stores shoppers.
- **Convenience Channel Still Plays a Role:** While 26% of this group expect their grocery shopping spend to decrease, the convenience channel appears somewhat insulated:
 - 42% expect “no change” to their c-store shopping frequency.
 - 29% actually expect it to increase.
- **Younger Shoppers Are Focused on Protein:** The *Consumer Expenditures Study* further reveals that Millennials are particularly focused on protein (39%), while Boomers are more concerned about sugar (32%) and sodium (21%).

IMPACT



To compete, convenience store operators stress that offering “clean and protein packed options” as well as “zero sugar products” is critical to their success. (2026 CSN Forecast Study)

RECENT ARTICLE: “Better-For-You Trends Are Reshaping the Cold Vault” (March 10, 2026)
<https://csnews.com/better-you-trends-are-reshaping-cold-vault>

SOURCES: 2025 Realities of the Aisle, Convenience Store News
2026 Realities of the Aisle, Convenience Store News
2026 Consumer Expenditures Study, Convenience Store News
2026 CSN Forecast Study, Convenience Store News

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

Private Label Landscape

ALL SHOPPERS

INSIGHT



Around 3 in 10 shoppers say they are purchasing private label more often from grocery (up year over year), mass and club stores.

When asked why they are shifting their behavior, their most frequent responses include:

- “They offer a better value than name-brand options”
- “They are the lowest-priced items on the shelf”

According to the *2026 Consumer Expenditures Study*, **nearly half of shoppers are primarily shifting their spend toward functional staples** like dairy, paper products, shelf-stable grains and canned goods.

CONSIDERATION



However, there are vulnerabilities for store brands:

Name brands continue to hold strong loyalty in certain categories. About 1/3 of store-brand shoppers have “non-negotiable” categories where they refuse to buy private label. Among these is soft drinks, which appears to be a very brand-loyal category.

Additionally, when we look across all store types, **49% of shoppers indicate they were actually cutting back** on private label shopping at at least one of the store types. For most of these shoppers, it is often a function of overall reduction in spending (though this is down compared to last year).

However, around 1/4 of these shoppers said they don’t see a difference in price between private label and name brand products, up from what was reported in 2025:

- 26% say prices for private labels are really no different than name-brand items (**an increase from 2025**)
- 24% report that private labels have inferior quality compared to name brand products.



CONVENIENCE



PRIVATE LABEL

CONVENIENCE CHANNEL

Convenience retailers are leaning into private label beverage options. Recent research from *Convenience Store News* suggests dispensed beverages could be at particular risk - though product innovation in bottled beverages is also on the rise.

INSIGHT



Private Label Threat: The 2025 *Realities of the Aisle* study reveals that convenience stores shoppers are inclined to purchase store-branded hot and cold dispensed beverages at convenience stores, indicating a growing acceptance of private-label offerings in a space traditionally dominated by name-brand fountains.

ARTICLES



“bp's Private Label Portfolio Named a Game Changer”

(April 3, 2026)

<https://csnews.com/bps-private-label-portfolio-named-game-changer>



“7-Eleven Collaborates on Cold Brew Line”

(March 25, 2025)

<https://csnews.com/7-eleven-collaborates-cold-brew-line>



2 for \$4

7-Select™ Fusion Energy

NEW FLAVOR!

IN-STORE DEAL



Valid thru 3/3/26. Consumer pays applicable sales tax. Available while supplies last. Offer good at participating 7-Eleven® stores. ©2025 7-Eleven, Inc. All rights reserved.

<https://www.facebook.com/7Eleven> (February 18, 2026)

ConvenienceStore
NEWS



SOURCES: 2026 *Realities of the Aisle*, *Convenience Store News*
2025 *Realities of the Aisle*, *Convenience Store News*

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

Retail Media Opportunities

ALL SHOPPERS

INSIGHT



P2PI research reveals that marketers see significant opportunities in utilizing in-store retail media for driving impulse purchases and influencing last-mile decision-making (**58%**).

Secondary opportunities include:

- Expanding shopper reach at the point of sale (51%)
- Bridging digital and physical shopper experiences (48%)

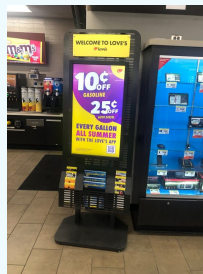
RECENTLY
SEEN



Jewel Osco (Lake Forest, IL)
April 23, 2026
SOURCE: P2PI



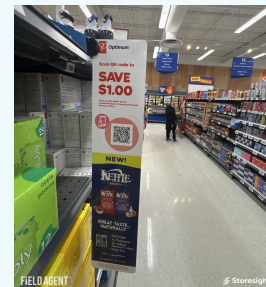
Shaws (Cranston, RI)
April 18, 2026
SOURCE: Storesight



Love's Travel Stop (Plymouth, MN)
August 5, 2025
SOURCE: P2PI



Wawa Digital Summer Savings Promotion
July 4, 2025
SOURCE: P2PI
LINK TO VIDEO:
<https://www.youtube.com/watch?v=HmNkRqwrDVw&t=2s>



Real Canadian Superstore (Mississauga, ON)
May 1, 2026
SOURCE: Storesight



JOIN THE CONVERSATION

To learn more about what's working in Retail Media - and how your peers are navigating challenging topics such as Measurement & Attribution, we encourage you to join our ongoing share group:



<https://events.p2pi.com/retailmediaguild2026>

Ahead of What's Next
**Progressive
GROCER**



RETAIL MEDIA

GROCERY CHANNEL

Grocers are actively digitizing the aisle, providing manufacturers with dynamic, real-time marketing capabilities right at the shelf.



In-Store Digital Media & Real-Time Influence: 62% of retailers currently have or plan to add Retail Media Networks, and 63% are doing the same for digital signage.



Shoppers are Highly Receptive: 37% of shoppers already use in-store digital signage and another 36% indicate they would be willing to engage with it.



“Albertsons' Retail Media Arm Launches Integration Across YouTube With Google's DV360”

Keurig Dr Pepper is the launch partner for Albertsons Media Collective's new integration

(April 27, 2026)

<https://progressivegrocer.com/albertsons-retail-media-arm-launches-integration-across-youtube-googles-dv360>

SOURCES: 2025 B2B PG Grocery Tech Trends Study, *Progressive Grocer*

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE

Importance of Personalized Loyalty Offers

ALL SHOPPERS

INSIGHT



When deciding what to buy, shoppers are most influenced by:

- Loyalty rewards / member-only offers (47%)
- In-store signage or digital screens (42%)
- Personalized deals (36%)

IMPACT



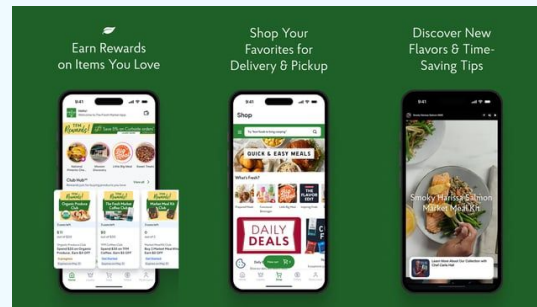
The study concludes that **personalized deals** and **loyalty rewards** are currently the most effective ways to influence value-seeking shoppers.

ARTICLES



ConvenienceStore
NEWS

<https://csnews.com/paytronix-finds-personalization-drives-loyalty-success>



Progressive
GROCER

<https://progressivegrocer.com/fresh-market-revamps-rewards-program-launches-new-mobile-app>

PATH TO
PURCHASE
INSTITUTE

Importance of Personalized Loyalty Offers

ALL SHOPPERS

INSIGHT



Retailers are aligned with shoppers on the importance of digital offers and are investing heavily in digital loyalty apps.

- 71% of grocery retailers believe their shoppers will value “more digital discounts and promotions” above all else.
- 93% have already implemented or plan to add a digital loyalty app to capture these value-seeking shoppers.

ARTICLES



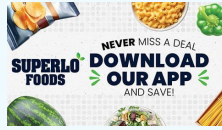
 **PATH TO
PURCHASE**
INSTITUTE

“Love’s Boosts Its
Loyalty Program”

(March 2, 2025)

<https://p2pi.com/loves-boosts-its-loyalty-program>

IMAGE SOURCE:
Convenience Store News



 **Progressive
GROCER**

“Loyalty and Digital
Engagement Expands
Across Superlo Foods”
(April 21, 2025)

<https://progressivegrocer.com/loyalty-and-digital-engagement-expands-across-superlo-foods>



 **ConvenienceStore
NEWS**

“7-Eleven Gold Pass
Experience Stands Out
Among Digital Programs”
(April 30, 2025)

<https://csnews.com/7-eleven-gold-pass-experience-stands-out-among-digital-programs>



 **Progressive
GROCER**

“Inside Food Lion’s Shop
& Earn Monthly Rewards”
(April 1, 2025)

<https://progressivegrocer.com/inside-food-lions-shop-earn-monthly-rewards>

 **PATH TO
PURCHASE**
INSTITUTE

Desired Technology

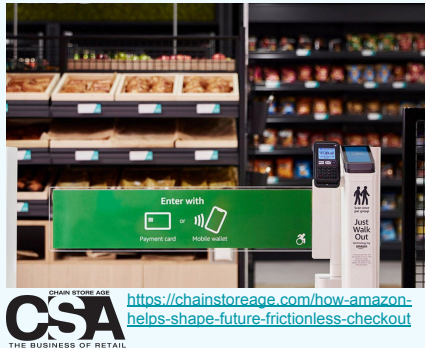
ALL SHOPPERS

INSIGHT



Shoppers want tools that save time and money rather than new content. They specifically request automated couponing, real-time in-store navigation and frictionless checkout.

ARTICLES



CSA
CHAIN STORE AGE
THE BUSINESS OF RETAIL

<https://chainstoreage.com/how-amazon-helps-shape-future-frictionless-checkout>



**Progressive
GROCER**

<https://progressivegrocer.com/retail-innovation-outlook-2026?email-confirmed=true>

Recent Editorial Coverage

Bodyarmor Hydrates Spring Breakers at 7-Eleven

Charlie Menchaca (February 4, 2026)

The Coca-Cola Co.'s Bodyarmor teamed up with Barstool Sports to drive traffic at 7-Eleven stores during the 2025 spring break season.

The campaign leveraged Barstool's massive media platform to increase awareness of Coca-Cola's electrolyte-infused, rapid rehydration sports drinks in the growing isotonic segment, said Courtney Nordin, shopper marketing director for small format at Bodyarmor.

This campaign received a 2025 OmniShopper Award in the Collaborative Brand-Retailer (Single Activation) category.

Watch the video to learn the range of online and offline strategies that encouraged college-age shoppers — mostly male — to seek a respite from their hangover-prone vacation lifestyles.

BEVERAGE CASE STUDY



WATCH VIDEO: <https://youtu.be/bbDpPal8RpE?si=9Pt7N3WY93YeBtFz>

Olipop Teams Up With Cocokind at Ulta

Samantha Nelson (March 5, 2026)

FIELD STUDY REPORT

What's new: Prebiotic soda brand Olopop partnered with skincare brand Cocokind in February to launch a limited-edition line of lip balms exclusively at Ulta Beauty. The activity came as Olopop seeks to compete with the functional soda category leader, PepsiCo's Poppi, through co-marketing and account-specific releases.

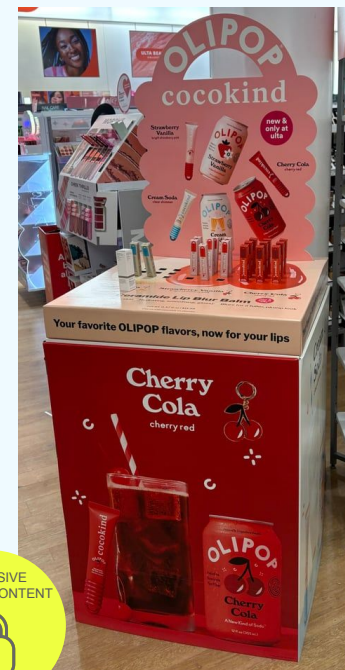
What we saw: Aisle displays in Ulta use a "your favorite Olopop flavors, now for your lips" message to promote cherry cola, strawberry vanilla and cream soda lip balms sold for \$11.99 along with \$4.99 Olopop lip charms. The displays, which arrived in stores on Feb. 14, tout the line as "new & only at Ulta."

Additional support: Olopop and Cocokind plugged the SKUs across Facebook, Instagram and Twitter. The brands ran a contest on Instagram and TikTok from Dec. 10, 2025, to Jan. 1 to find eight content creators to attend a community trip to Sonoma Valley in February to introduce the collaboration.

More context: Functional soda is a new and fast growing category, currently dominated by Poppi, which PepsiCo purchased for \$1.95 billion in 2025.

Poppi and Olopop have been growing their followings through collaborations with retailers and other brands. Olopop tied in to the Dec. 19, 2025, theatrical release of Paramount Pictures' "The SpongeBob Movie: Search for SquarePants" by giving Circle K exclusive cans of its Pineapple Paradise soda.

Poppi gave Target an exclusive flavor and apparel line in January 2025.



Target Bolsters Its Functional Beverage Selection With Everyday Dose

Samantha Nelson (December 23, 2025)

What's new: DTC brand Everyday Dose brought its coffee, which is infused with collagen and mushrooms, exclusively to more than 1,500 Target stores in August as the mass merchant continues to grow its functional beverage category.

What we saw: An endcap in stores promoting the brand as "new and only at Target" stocked the brand's mild and medium roasts plus a sample kit containing both, all priced at \$14.99. Shelf blockers offer tasting notes, while the shelf trays plug the "functional, better-for-you ingredients."

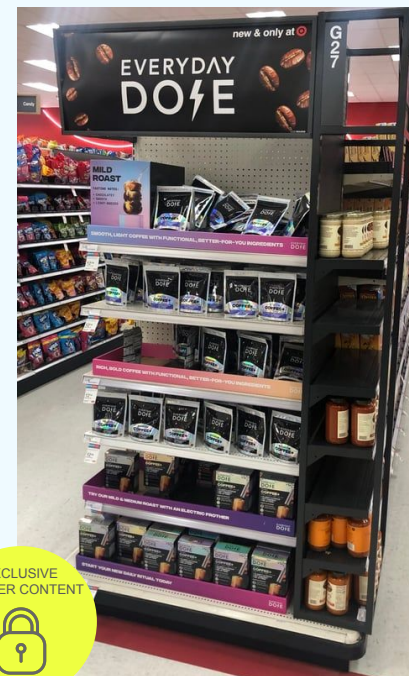
Additional support: Dose plugged the launch across Facebook, Instagram and TikTok. The brand is also encouraging trial by offering a rebate for one of the SKUs delivered through PayPal or Venmo to shoppers who purchase two SKUs at Target and upload a copy of their receipt through EverydayDose.com.

The deal is promoted through a popup ad on the store locator section of the brand's website.

Why it matters: Target has made a major investment in expanding its functional beverage selection, partnering with prebiotic soda brand Poppi for an exclusive flavor and apparel line in January and working with Bloom to get an exclusive kids line and energy drink collection in July 2024.

Channel rival Walmart has also been aggressively seeking to expand its selection, recently securing an exclusive flavor from BelliWelli in June.

FIELD STUDY REPORT



How Diet Cherry Coke Relunched Exclusively at Kroger

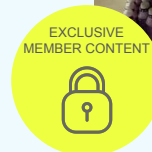
Samantha Nelson (October 29, 2025)

FIELD STUDY REPORT

What's new: Coca-Cola Co. discontinued Diet Cherry Coke in 2020 but brought the flavor back at Kroger over the summer as part of the retailer's increased push for exclusive beverages.

What we saw: A lobby spectacular stocking the soft drink in 12-packs with a retro design leveraged pole toppers that touted the flavor as a "limited edition blast from the past." The display incorporated floorstands stocking bottles with a "retro cherry back for a limited time" message. The 12-packs were also stocked on an endcap with signs offering a "buy 2, get 1 free" deal.

Additional support: Kroger plugged the launch on Instagram with a post showing the flavor highlighted on RFK Racing's No. 17 Ford driven by Chris Buescher at the July 27 Brickyard 400 in Indianapolis. Kroger regularly activates its NASCAR sponsorship with paint schemes featuring brand partners. It highlighted Bimbo Bakeries' Thomas' high protein bagels in October for the YellaWood 500 race in Lincoln, Alabama, and General Mills' Old El Paso at the March race at the Martinsville Speedway in Ridgeway, Virginia.

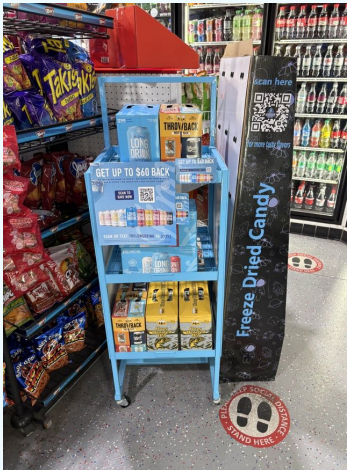


Recent Commerce Marketing Activations: P2PI Favorites

RECENT P2PI FAVORITES



Pepsi Pickup Truck Endcap Display
Walmart
(Bentonville, AR)
April 15, 2026



Zazz The Long Drink QR Code Sign
Zazz Mart
(St. Clair Shores, MI)
April 8, 2026

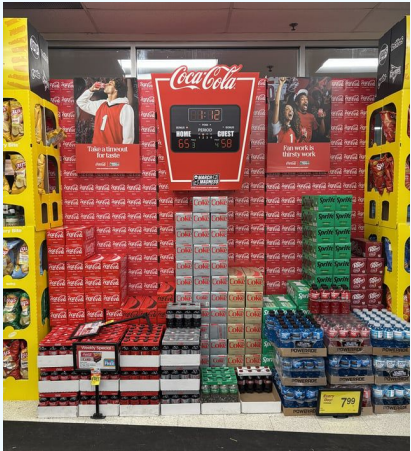


Jewel Osco
(Schaumburg, IL)
October 12, 2025



Olopop 'Soda With Sparkle' Floorstand
Fresh Thyme
(Troy, MI)
April 3, 2026

RECENT P2PI FAVORITES



Coca-Cola March Madness Scoreboard Display
Acme Markets
(Vernon, NJ)
April 2, 2026



Red Bull Multi-Size Display
Jewel-Osco
(Lake Forest, IL)
April 11, 2026



Keurig Dr. Pepper Biggest Games Display
Kroger
(Arlington, TX)
May 2, 2026



San Pellegrino Bottle Tree Display
Albertsons
(San Diego, CA)
December 23, 2025

Additional Commerce Marketing Beverage Examples



Walmart (Concord, NC)
March 9, 2026



Target (Columbus, OH)
March 8, 2026



Meijer (Roseville, MI)
February 4, 2026

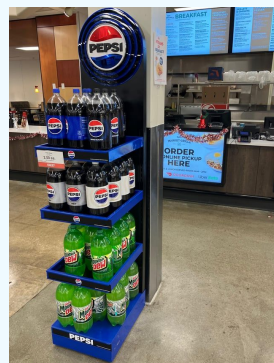


Jewel-Osco
October 11, 2025

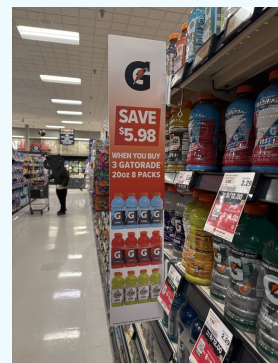


Kroger (St. Clair Shores, MI)
October 1, 2025

PEPSICO



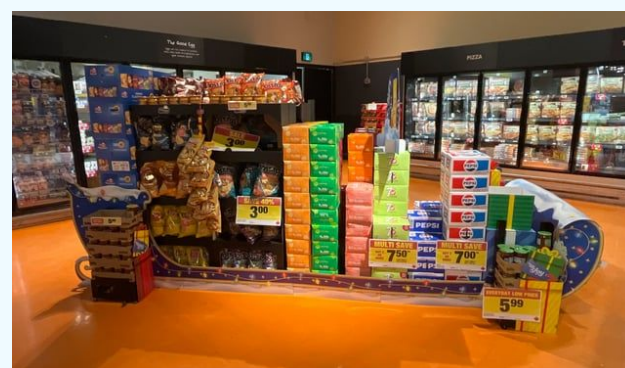
Hy-Vee (Sycamore, IL)
November 8, 2025



ShopRite (Monroe, NY)
February 1, 2026



Mariano's (Wheaton, IL)
July 19, 2025



Pepsi Holiday Sleigh Aisle Display
Loblaws (Nepean, ON)
December 23, 2025

Refreshing Till The Last Drop



Shop Pepsi

[Amazon.com](#) (May 2, 2026)

Try New Pepsi Prebiotic Cola

NO ARTIFICIAL

Pepsi Prebiotic Cola, Cherry Vanilla, 12 Fl. Oz. Cans (8 Pack), 50...
4.5 ★★★★★ 249

Pepsi Prebiotic Cola, 12 Fl. Oz Cans (8 Pack), 50...
4.5 ★★★★★ 536

[Amazon.com](#) (May 2, 2026)

PEPSI

Refreshing Till The Last Drop

Pepsi Zero Sugar Cola Soda, 12 Fl Oz Cans (Pack of 12)
4.5 ★★★★★ 3,490
\$6.97

[Amazon.com](#) (May 2, 2026)

Is it in You?

Sponsored by Shop Gatorade

Gatorade Original Thirst Quencher 3-Flavor Frost Variety Pack, 20 Fl. Oz. Cans - Pack of 12
4.5 ★★★★★ 20,047
\$12.57 (\$0.11 / fluid ounce)
prime Overnight
FREE delivery Overnight 7 AM - 11 AM

Gatorade Original Thirst Quencher Fierce Variety Pack, 20 Oz. Pack Of 12
4.5 ★★★★★ 812
\$11.07 (\$0.04 / fluid ounce)
prime Overnight
FREE delivery Overnight 7 AM - 11 AM on \$25 of qualifying items

Gatorade Water, Unflavored, Electrolyte infused for great taste, Alkaline PH 7.5 or higher, 20 Fl. Oz (Pack of 12)
4.7 ★★★★★ 1,386
\$21.99 (\$1.83 / round)
Typical: 646-646
prime Overnight
FREE delivery Overnight 7 AM - 11 AM on \$25 of qualifying items

[Amazon.com](#) (May 2, 2026)

Try Pepsi Prebiotic Cola today!

Sponsored by Pepsi

Shop now

+ Add
\$13.97
Diet Pepsi Soda Pop, 12 fl. oz., 24 Pack Cans
★★★★★ 10,775

+ Add
\$13.97
Pepsi Zero Sugar Cola Soda Pop, 12 fl. oz., 24 Count
★★★★★ 7920

+ Add
\$13.97
Pepsi Wild Cherry Cola Soda Pop, 12 fl. oz. Cans 24 pack
★★★★★ 2072

[Walmart.com](#) (May 3, 2026)

UNBELIEVABLY PEPSI

5g SUGAR
50 ARTIFICIAL SWEETENERS

Now \$6.00 \$9.99 6.3 c/1 oz.
Pepsi Prebiotic Cola Soda Pop, Cherry Vanilla, 12 fl. oz., 8 pack cans
★★★★★ 2186
SNAP EBT eligible

+ Add

[Walmart.com](#) (May 3, 2026)

Categories Deals Pickup & delivery pepsi

Shop all Pepsi

Pepsi Cola Soda - 6pk/16.9 fl oz Bottles
★★★★★ 1022 | 4 Questions

\$5.59 (\$0.06/fluid ounce) Qty 1 + Add to cart

[Target.com](#) (May 3, 2026)



[Amazon.com](#) Mobile Ads (April 7, 2026)

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE



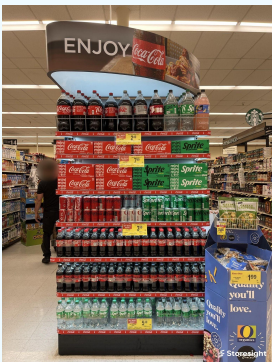
Lowes Foods (Leland, NC)
February 7, 2026



Walmart (Bentonville, AR)
April 15, 2026



Walmart (Euclid, OH)
April 27, 2026



Albertsons (Highland, CA)
April 22, 2026



ShopRite (Upper Darby, PA)
April 22, 2026



Walgreens (South San Francisco)
April 20, 2026



Giant Food (Pasadena, MD)
April 18, 2026



Sprinkles (Saxonburg, PA)
December 1, 2025



Albertsons (Las Vegas, NV)
April 6, 2026



Smart Water 'Share.Sip.Refresh.' Floor Cling
Safeway (Vail, CO)
December 4, 2025



Fan work is thirsty work. Grab an ice-cold Coca-Cola®.



Sponsored ⓘ



1 item = 1 meal* Help fight hunger with Coca-Cola®.



Sponsored ⓘ

COCA-COLA



Drink in the FIFA World Cup '26

Sponsored by Coca-Cola

Shop now



+ Add

\$842

Coca-Cola Soda Pop Fridge pack Cans, 12 fl oz, 12 pack

★★★★★ 1079



+ Add

\$537

Coca-Cola Soda Pop Bottles, 16.9 fl oz, 6 Pack

★★★★★ 60101



+ Add

\$694

Coca-Cola Soda Pop Fridge Pack Mini Cans, 7.5 fl oz, 10 Pack

★★★★★ 42498



+ Add

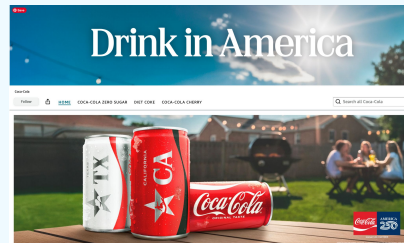
\$1497

Coca-Cola Soda Pop Cans, 12 fl oz, 24 Pack

★★★★★ 1079

[Walmart.com](#) (May 2, 2026)

[Walmart.com](#) (May 2, 2026)



[Amazon.com](#) (May 2, 2026)



[Walmart.com](#) (May 2, 2026)

Best seller



Sponsored

\$537 5.3 c/fl oz

Coca-Cola Soda Pop Bottles, 16.9 fl oz, 6 Pack

★★★★★ 60101

+ Add

Best seller



Sip the throwback with limited-edition Diet Coke Lime

Shop now



Sponsored

[Target.com](#) (May 2, 2026)

[Amazon.com](#) (May 2, 2026)

Sponsored

10K+ bought since yester...

\$1497 5.2 c/fl oz



Sprite Lemon Lime Soda Pop, 12 fl oz, 24 Pack Cans

★★★★★ 47621

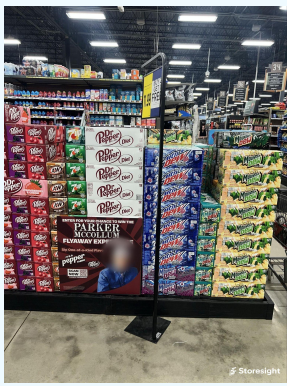
Pickup today

Delivery today

SNAP EBT eligible

Add to cart

[Amazon.com](#) Mobile Ads (April 7, 2026)



Kroger (Conroe, TX)
April 22, 2026



Albertsons (Highland, CA)
April 22, 2026



Walmart (Helotes, TX)
March 25, 2026



Albertsons (Henderson, NV)
March 16, 2026

KEURIG DR PEPPER



Albertsons (Alamogordo, NM)
March 14, 2026



Jewel-Osco (Downers Grove, IL)
December 11, 2025



Giant Eagle (Gahanna, OH)
November 1, 2025

Cheers to 250 years
Dr Pepper® Creamy Coconut is back for a limited time.



[Walmart.com](https://www.walmart.com) (May 3, 2026)



Back for a limited time



Cheers 250 years with Dr Pepper®
Creamy Coconut.

Shop now

Sponsored

[Walmart.com](https://www.walmart.com) (May 3, 2026)



Uplifting flavor for less
Grab your 12 pack now.

Shop now

[Walmart.com](https://www.walmart.com) (May 3, 2026)

23 FLAVORS.
ONE-OF-A-KIND
TASTE.



IT'S NOT JUST SODA.
IT'S DR PEPPER.®



Amazon (May 3, 2026)

OTHER BRANDS



Jewel-Osco (Lake Forest, IL)
April 23, 2026



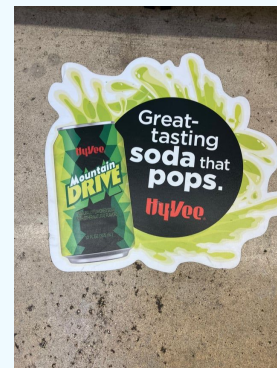
Marianos (Bannockburn, IL)
April 19, 2026



Loblaws (Toronto, ON)
December 24, 2025
Media Operator: Smartsources



Walmart (Salem, VA)
December 1, 2025



Hy-Vee (Sycamore, IL)
November 8, 2025



Healthy Planet (Toronto, ON)
September 27, 2025



Metro (Toronto, ON)
February 1, 2026
Media Operator: Smartsources



Sobeys (Calgary, AB)
May 1, 2026



Albertsons (Enterprise, NV)
November 13, 2026



7-Eleven (Houston, TX)
April 10, 2026

Save when you buy 2
2/\$4 select new
Ryl Tea 16-oz



Sponsored

OTHER BRANDS

Meet the root beer float of your dreams

Try Bloom Pop prebiotic Soda.



Bloom

Sponsored

[Target.com](#) Ads (May 2, 2026)



[Amazon.com](#) Ads (May 2, 2026)



Sponsored ⓘ

Culture Pop Soda, Most Loved Variety Pack, Probiotic Low Sugar Soda
Sparkling Juice Alternative, Non-GMO, Kosher, Gluten-Free, No Stevia
(12pk)

4.0 ★★★★★ (137)

800+ bought in past month

\$29⁹⁹ (\$0.21/fluid ounce)

✓prime Overnight

FREE delivery Overnight 7 AM - 11 AM

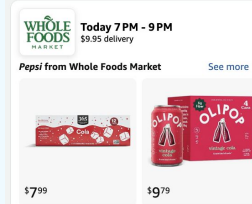
Try Bloom Peach Pineapple
& Shirely Temple



[Walmart.com](#) (May 3, 2026)

More ways to shop

Local offerings and speeds, delivered with Prime



[Amazon.com](#) Ads (May 2, 2026)



Sponsored ⓘ

Zevia Zero Sugar Soda, Strawberries and Cream, 12 oz Cans (24-Pack)
- Caffeine Free, Naturally Sweetened, No Calorie Soda - Non-GMO
Project Verified, Gluten-Free, Vegan

5.0 ★★★★★ (110)

400+ bought in past month

\$29⁹⁹ (\$0.16/fluid ounce)

Extra 15% off when you subscribe

SHIP EST eligible

✓prime Tomorrow

FREE delivery Tomorrow, May 4

[Amazon.com](#) (May 3, 2026)

**PATH TO
PURCHASE
INSTITUTE**

[Amazon.com](#) Ads (April 7, 2026)

CONFIDENTIAL - DO NOT PUBLISH OR DISTRIBUTE