



No 2: Pepsi

RANK	2 nd
RANKING CHANGE SINCE 2014	No change
FMCG CATEGORY	Soft Drinks
BRAND SALES	USD10-15 billion

Pepsi is the most valuable brand owned by PepsiCo. It's the world's second largest soft drinks company behind Coca-Cola and the world's second largest packaged food company behind Nestlé. The Pepsi brand achieved sales of over USD2.5 billion in four regions in 2017 — the Middle East and Africa, Asia Pacific, Latin America and North America. North America is the most important, with sales approaching USD4 billion.

Like other soft drink brands, Pepsi is facing continued consumer concern and legislative action regarding sugar consumption in both developed and emerging markets. In Latin America, Pepsi's second most important region, Mexico's tax on sugar-added beverages contributed to a decline in sales from which volumes have yet to recover. Anti-sugar legislation is also on the books in India and Thailand. In the Asia Pacific region, Pepsi's third most important in terms of retail sales, the brand is attempting to appeal to the health concerns of consumers. In Japan, for example, it launched Pepsi J-Cola Zero Sugar in 2018.