GLADIUS INSIGHTS

IMMEDIATE INSIGHTS · SMARTER DECISIONS

MarketBrief — Carbonated Soft Drinks

Country X · City X · n=300 Consumers

EXTENDED 300 — Full Competitive Analysis

6 Brands Evaluated · 10 Indicators · Full Report

ILLUSTRATIVE SAMPLE

This document is an example of the format and depth of a MarketBrief Extended 300. The brands, country, city and all figures are fictitious and do not correspond to any real study, market or company.

Sample document for illustrative purposes

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1. Executive Findings

EXTENDED 300 — KEY MARKET INDICATORS

59.0% **Colavera — Top of Mind (1st mention)** Leads every indicator	**98.7%** **Colavera — Total Awareness** Near-universal recall	**71.7pp** **Rivo Cola — awareness vs. preference gap** 88.7% aware, 17.0% prefer	**92.7%** **KSA #1 — Good taste** The most selected attribute
37.7% **Colavera — "Higher price" (top negative)** Its most cited negative association	**8.67/10** **Colavera — Perceived Quality** Highest in the study	**19.2%** **Rivo Cola — Preference Among Aware (51 of 266)** Highest among challenger brands	**6** **Brands evaluated** Colavera · Rivo Cola · Solara · Brisana · Kolmar · Lumio

Key Findings

Colavera — Leads Every Indicator

Leads every brand indicator: TOM 59.0%, Total Awareness 98.7%, Preferred Brand 58.3%, Last Purchased 54.0%, Perceived Quality 8.67/10. 48.0% of respondents name no negative attribute for the brand. In this sample the lead is consistent across every indicator. Among the attributes with the most weight (KSA ≥25%), Colavera's lowest positive association is "lower price" (17.3%; Section 5).

Rivo Cola's Awareness-to-Preference Gap

Rivo Cola reaches 88.7% Total Awareness, the second highest in the study, and only 17.0% name it their Preferred Brand: a 71.7pp gap, the widest in the study (it compares an open-recall question with a closed-list question, so it is descriptive). Among its negative associations, "less carbonated" (17.3%), "higher price" (15.3%) and "less refreshing" (15.3%) are the most cited (Section 5).

Kolmar — Price Is Its Clearest Association

45.7% of respondents associate "lower price" with Kolmar, its strongest positive association and the highest in the category on that attribute, while "bad taste" (19.3%) is its leading negative and it holds the lowest perceived quality score in the study (5.54/10; 107 respondents, 35.7%, rate it 5 or below).

A Broad Periphery with Few First Mentions

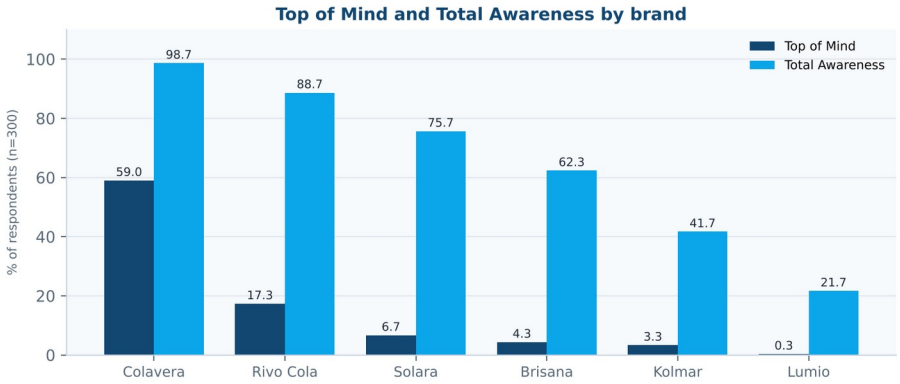
6 brands outside the six core brands exceed 4% Total Awareness (Marea 32.3%, Dorado 19.3%, Vivaz 13.3%, Limonar 11.0%, Tamarel 8.7%, Nevado 6.3%), yet none exceeds 4 first mentions (1.3% of Top of Mind): many brands are recalled, few come to mind first.

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2. Awareness — Top of Mind & Total Brand Awareness

BRAND MENTAL PRESENCE IN THE CATEGORY

TOM = first brand recalled spontaneously (single response; the six core brands plus "Other" sum to 100%). Total Awareness = any mention in free recall (up to 8 brands; multiple response).



#	Brand	Top of Mind (%)	Total Awareness (%)
1	Colavera	59.0%	98.7%
2	Rivo Cola	17.3%	88.7%
3	Solara	6.7%	75.7%
4	Brisana	4.3%	62.3%
5	Kolmar	3.3%	41.7%
6	Lumio	0.3%	21.7%

Ranked by Top of Mind, highest to lowest — the guiding indicator for this section (ranking convention: Section 12).

Peripheral Brand Landscape — Total Awareness Context

Brands volunteered outside the six core brands are reported when they reach at least 4% Total Awareness. None reaches a meaningful Top of Mind position: the highest non-core first mention is 4 respondents (1.3%). The 9.0% "Other" in Top of Mind is 27 respondents: 19 (6.3%) named a non-core brand first and 8 (2.7%) have no valid first mention.

Brand	Total Awareness (%)	Top of Mind (1st mention)
Marea	32.3%	4 respondents (in "Other")
Dorado	19.3%	3 respondents (in "Other")
Vivaz	13.3%	3 respondents (in "Other")
Limonar	11.0%	3 respondents (in "Other")
Tamarel	8.7%	3 respondents (in "Other")
Nevado	6.3%	3 respondents (in "Other")

The peripheral brands were not offered in the closed-list questions (Sections 3–7); their preference and quality are not measured.

Awareness Does Not Equal Preference — and the Gap Is Brand-Specific

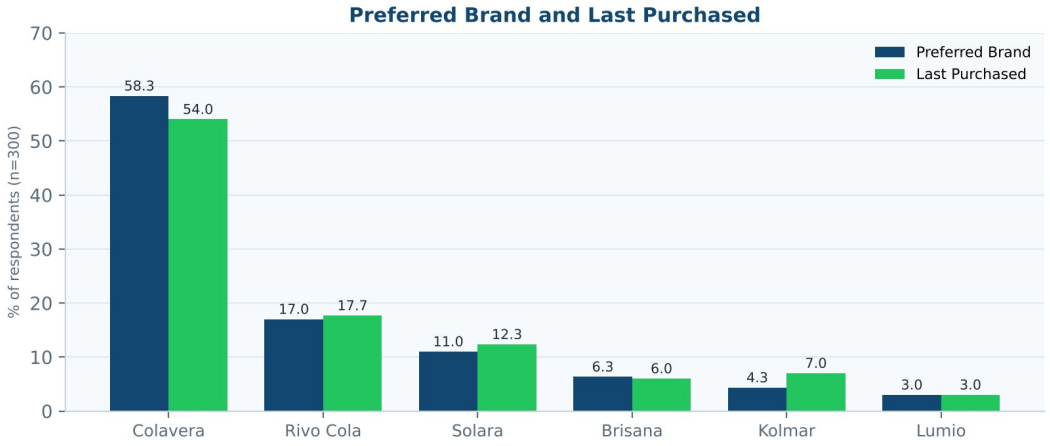
Rivo Cola (71.7pp) and Solara (64.7pp) show the widest awareness-to-preference gaps among the core brands; the gap compares an open-recall question with a closed-list question and is descriptive only (Section 12). The associated negatives differ: carbonation, price and refreshment for Rivo Cola; price and sugar options for Solara (Section 5).

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3. Preferred Brand & Last Purchased Brand

PREFERENCE VS. DECLARED ACTUAL BEHAVIOUR

Preferred Brand indicates which brand consumers would freely choose. Last Purchased reflects declared actual purchase behaviour. Alignment between both signals indicates category maturity and habitual, low-switching purchase patterns; divergence can indicate purchase that follows price or promotion more than preference.



#	Brand	Preferred Brand (%)	Last Purchased (%)	Recalled the brand (n)	Preference Among Aware (%)	Prefer it but did not recall it
1	Colavera	58.3%	54.0%	296	59.1%	0 of 175
2	Rivo Cola	17.0%	17.7%	266	19.2%	0 of 51
3	Solara	11.0%	12.3%	227	13.2%	3 of 33
4	Brisana	6.3%	6.0%	187	9.1%	2 of 19
5	Kolmar	4.3%	7.0%	125	8.8%	2 of 13
6	Lumio	3.0%	3.0%	65	6.2%	5 of 9

Ranked by Preferred Brand, highest to lowest — the guiding indicator for this section. Preference Among Aware = respondents who mentioned the brand in the open recall question (any mention, brand variants consolidated) and also chose it as Preferred Brand, divided by all respondents who mentioned it; the base (n) is shown for each brand, and small bases (Lumio, Kolmar) make the figure fragile. It is not a ranking.

Colavera and Kolmar Diverge in Opposite Directions

Preferred Brand and Last Purchased align for Rivo Cola (17.0% vs. 17.7%), Solara (11.0% vs. 12.3%) and Brisana (6.3% vs. 6.0%). Colavera is named preferred more often than it was last purchased (58.3% vs. 54.0%; 175 vs. 162 respondents), while Kolmar was bought more than it is named preferred (4.3% vs. 7.0%; 13 vs. 21), a pattern that could reflect price, promotion or availability at the point of purchase (this study does not measure the reason).

Preference Without Spontaneous Recall

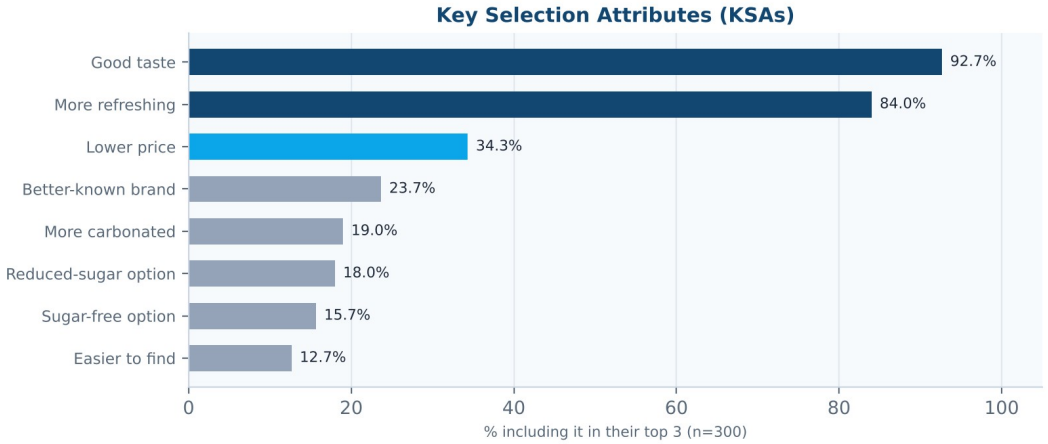
Among the lower-awareness brands, Lumio has 5 of 9 preferred choices who did not mention it in open recall, Solara 3 of 33, Brisana 2 of 19 and Kolmar 2 of 13. Colavera and Rivo Cola have 0 cases: everyone who prefers them also mentioned them.

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4. Key Selection Attributes (KSAs)

EXTENDED 300 EXCLUSIVE — WHAT MATTERS IN BRAND CHOICE

Respondents selected the top 3 elements that make a carbonated beverage brand "the best," from their point of view. The ranking defines the competitive battleground and signals where investment has the highest impact on preference.



#	Key Selection Attribute	% Selected	n=300	Priority Tier
1	Good taste	92.7%	278	Sensory Threshold (≥50%)
2	More refreshing	84.0%	252	Sensory Threshold (≥50%)
3	Lower price	34.3%	103	High Importance (25–49%)
4	Better-known brand	23.7%	71	Medium (10–24%)
5	More carbonated	19.0%	57	Medium (10–24%)
6	Reduced-sugar option	18.0%	54	Medium (10–24%)
7	Sugar-free option	15.7%	47	Medium (10–24%)
8	Easier to find	12.7%	38	Medium (10–24%)

Ranked by % selected, highest to lowest — the guiding indicator for this section. Multiple response (3 selections per respondent); percentages do not sum to 100%.

Taste and Refreshment Define the Category

"Good taste" (92.7%) and "more refreshing" (84.0%) exceed the 50% threshold and are the two attributes almost every respondent includes in their top 3. "Lower price" (34.3%) is the only other attribute in the High Importance tier. Reduced-sugar (18.0%) and sugar-free (15.7%) options carry limited selection weight; 33.0% of respondents chose at least one of the two.

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5. Competitive Brand Attributes

EXTENDED 300 EXCLUSIVE — POSITIVE AND NEGATIVE ASSOCIATIONS BY BRAND

Each respondent associated each brand with the positive and negative attributes they consider applicable (multiple response, base n=300). Columns follow the Top of Mind order (Section 2).

Positive Associations (% of respondents)

Attribute	Colavera	Rivo Cola	Solara	Brisana	Kolmar	Lumio
Better taste	**87.7%**	60.3%	51.7%	36.7%	9.3%	18.3%
More refreshing	**65.0%**	39.3%	34.7%	36.3%	11.7%	22.7%
Lower price	17.3%	37.0%	31.7%	24.7%	**45.7%**	12.0%
Better-known brand	**63.7%**	40.3%	25.3%	17.3%	8.7%	4.3%
Reduced-sugar option	9.7%	12.0%	15.3%	**16.7%**	4.0%	11.3%
Sugar-free option	10.3%	7.3%	10.0%	**16.7%**	4.3%	8.7%
More carbonated	**41.7%**	25.0%	17.3%	22.7%	8.0%	7.7%
Easier to find	**60.0%**	37.7%	21.3%	16.3%	23.0%	5.7%

The brand with the highest association in each attribute is highlighted.

Negative Associations (% of respondents)

Negative attribute	Colavera	Rivo Cola	Solara	Brisana	Kolmar	Lumio
Higher price	**37.7%**	15.3%	22.0%	16.7%	2.0%	5.0%
Bad taste	3.7%	14.7%	11.0%	9.7%	**19.3%**	4.7%
Less refreshing	2.7%	**15.3%**	11.3%	11.3%	9.7%	6.3%
Less carbonated	2.3%	**17.3%**	6.7%	7.7%	12.0%	5.0%
No reduced-sugar options	7.0%	9.7%	19.7%	**20.0%**	3.0%	8.7%
No sugar-free options	8.7%	10.0%	**20.3%**	17.0%	4.0%	8.0%
Harder to find	1.7%	4.0%	4.0%	6.7%	5.3%	**11.0%**
Less known	1.0%	2.7%	3.0%	10.7%	5.0%	**12.3%**
No negative	48.0%	37.7%	39.0%	38.7%	52.3%	55.7%

The brand with the highest association in each negative attribute is highlighted. "No negative" = respondents who selected no negative attribute for the brand.

Colavera: Strength in Taste and Presence, Price as the Only Relevant Negative

Colavera leads "better taste" (87.7%), "more refreshing" (65.0%), "better-known brand" (63.7%), "more carbonated" (41.7%) and "easier to find" (60.0%). Among the attributes with the most weight (KSA ≥25%), its lowest positive association is "lower price" (17.3%); its most cited negative is "higher price" (37.7%, 113 respondents). 48.0% name no negative.

Solara and Brisana: Perceived Absence of Sugar Options

The most cited negatives for Solara and Brisana include the absence of reduced-sugar options (19.7% and 20.0%) and sugar-free options (20.3% and 17.0%), together with higher price (22.0% and 16.7%).

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Net Perception Balance by Brand

The balance summarises, for each brand and attribute, how many respondents associate it with the positive side versus the equivalent negative side. Brands follow the Top of Mind order (Section 2) and attributes follow the order of importance (Section 4).

WHAT IT MEASURES

Whether each brand carries, in respondents' minds, more associations in favour or more against on each attribute. It allows brands to be compared attribute by attribute.

HOW IT IS CALCULATED

Balance = % associating the positive attribute − % associating the opposite negative attribute.

Example: Colavera, taste. 87.7% say "Better taste" and 3.7% say "Bad taste": balance +84.0pp.

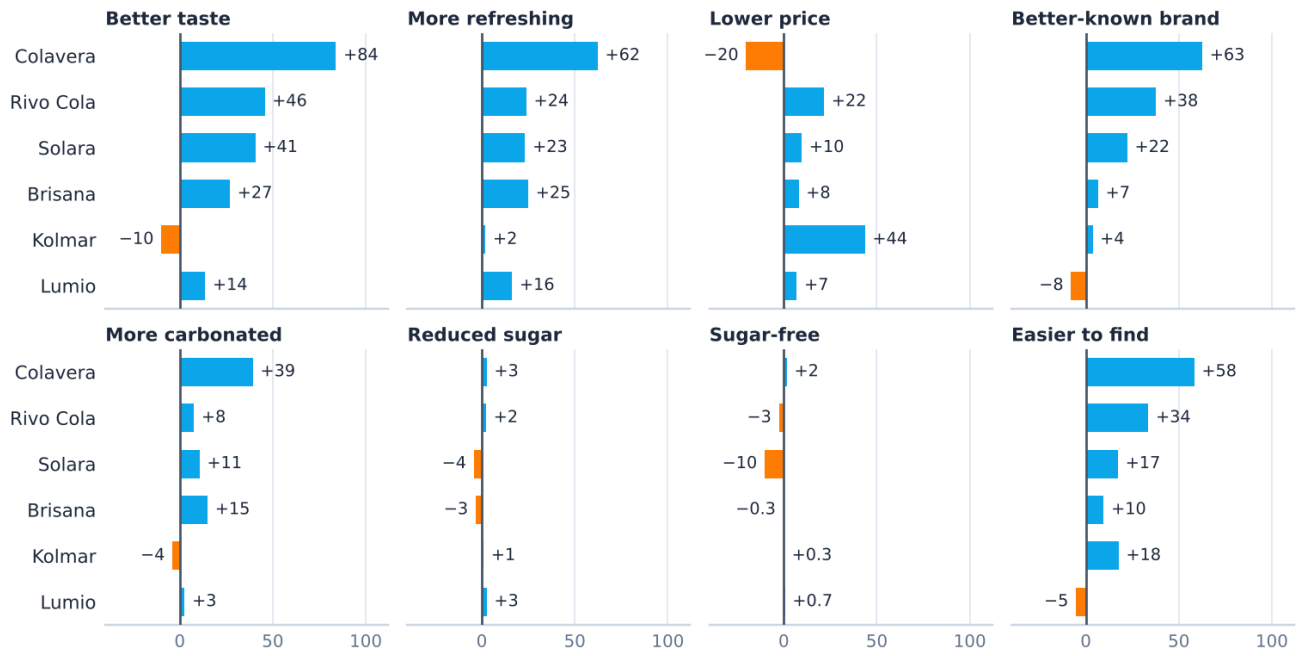
HOW TO READ IT

Blue: more in favour than against; the higher it is, the better positioned the brand is on that attribute. Orange: more against than in favour. A balance close to 0.0 means both sides offset each other.

Attribute (positive − negative)	Colavera	Rivo Cola	Solara	Brisana	Kolmar	Lumio
Better taste − Bad taste	+84.0	+45.7	+40.7	+27.0	−10.0	+13.7
More refreshing − Less refreshing	+62.3	+24.0	+23.3	+25.0	+2.0	+16.3
Lower price − Higher price	−20.3	+21.7	+9.7	+8.0	+43.7	+7.0
Better-known brand − Less known	+62.7	+37.7	+22.3	+6.7	+3.7	−8.0
More carbonated − Less carbonated	+39.3	+7.7	+10.7	+15.0	−4.0	+2.7
Reduced-sugar option − No reduced-sugar options	+2.7	+2.3	−4.3	−3.3	+1.0	+2.7
Sugar-free option − No sugar-free options	+1.7	−2.7	−10.3	−0.3	+0.3	+0.7
Easier to find − Harder to find	+58.3	+33.7	+17.3	+9.7	+17.7	−5.3
Attributes with negative balance	**1 of 8**	**1 of 8**	**2 of 8**	**2 of 8**	**2 of 8**	**2 of 8**

Balance in percentage points (pp), base n=300 on both sides, calculated from unrounded values. Attributes ordered by importance (% KSA, Section 4); brands ordered by Top of Mind. Colour is more intense the larger the absolute value of the balance.

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Balance in percentage points: blue = more positive than negative · orange = more negative than positive

What the Data Show

Colavera has a positive balance on 7 of 8 attributes; its only negative balance is "lower price" (−20.3pp). Rivo Cola has a positive balance on 7 of 8; its only negative balance is "sugar-free option" (−2.7pp), within the sampling error of the difference (±4.6pp). On the two sugar options the balances of both brands (Colavera +2.7 and +1.7pp; Rivo Cola +2.3 and −2.7pp) are within the sampling error of the difference (±4.5 to ±5.1pp).

Kolmar has its highest balance on "lower price" (+43.7pp, the highest of the six brands on that attribute) and the lowest balance on "better taste" (−10.0pp, the lowest of the six). It also has a negative balance on "more carbonated" (−4.0pp), within the sampling error of the difference (±4.8pp).

Solara (−4.3 and −10.3pp) and Brisana (−3.3 and −0.3pp) have a negative balance on both sugar options; of those four values, only Solara's on "sugar-free option" (−10.3pp) falls outside the sampling error of the difference (±5.5pp). Lumio has a negative balance on "better-known brand" (−8.0pp) and "easier to find" (−5.3pp), both outside the sampling error (±4.3 and ±4.4pp).

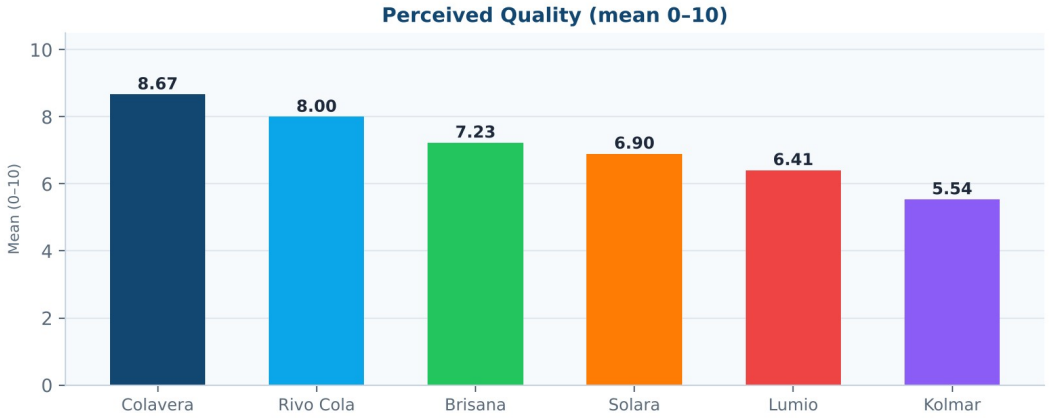
Exploratory study: n=300, ±5.66pp. Balances are descriptive differences; differences between brands are not tested, and values of a few points should not be read as a difference.

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6. Perceived Quality

EXTENDED 300 EXCLUSIVE — 0 TO 10 RATING BY BRAND

Respondents rated each brand's perceived quality on a 0 to 10 scale. The mean is calculated among those who rate; "Don't know" is excluded from the mean but included in the base of 300 for the Top 2-Box (9–10) and Bottom Box (0–5) figures.



#	Brand	Mean (0–10)	Rating (n)	Top 2-Box (9–10)	Bottom Box (0–5)	Don't know
1	Colavera	8.67	285	53.7% (161)	0.3% (1)	15
2	Rivo Cola	8.00	274	33.0% (99)	1.7% (5)	26
3	Brisana	7.23	239	18.3% (55)	10.3% (31)	61
4	Solara	6.90	251	14.3% (43)	15.0% (45)	49
5	Lumio	6.41	182	9.0% (27)	18.7% (56)	118
6	Kolmar	5.54	218	5.0% (15)	35.7% (107)	82

Ranked by mean quality, highest to lowest — the guiding indicator for this section. The box figures are expressed on the total base of 300 respondents, with the count in parentheses.

The Quality Order Follows the Preference Order Only at the Top

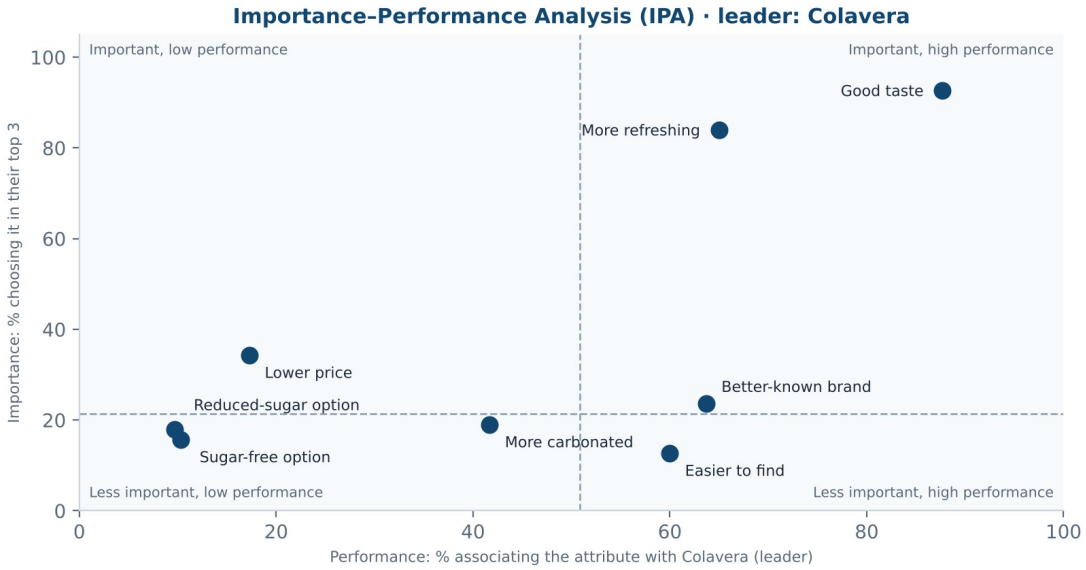
Colavera (8.67) and Rivo Cola (8.00) lead the rating, as they lead preference. Further down the order changes: Brisana (7.23) rates above Solara (6.90) on quality, although Solara has higher preference (11.0% vs. 6.3%). Kolmar has the lowest rating (5.54); 107 respondents (35.7%) rate it 5 or below.

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7. Importance–Performance Analysis (IPA)

EXTENDED 300 EXCLUSIVE — ATTRIBUTE IMPORTANCE VS. LEADER PERFORMANCE

Importance is the % of respondents who choose the attribute in their top 3 (Section 4). Performance is the % who associate the attribute with the leader, Colavera (Section 5). The cut-offs are the medians of the rounded values shown: importance 21.4% and performance 50.9%.



Attribute	Importance (%)	Colavera performance (%)	Quadrant
Good taste	92.7%	87.7%	Important, high performance
More refreshing	84.0%	65.0%	Important, high performance
Lower price	34.3%	17.3%	Important, low performance
Better-known brand *	23.7%	63.7%	Important, high performance
Reduced-sugar option	18.0%	9.7%	Less important, low performance
Sugar-free option	15.7%	10.3%	Less important, low performance
More carbonated *	19.0%	41.7%	Less important, low performance
Easier to find	12.7%	60.0%	Less important, high performance

** Attribute within 3pp of one of the cut-offs: its quadrant is sensitive to small variations. Each attribute's importance comes from Section 4; performance comes from the Colavera column of the positive associations table (Section 5).*

Price Is the Only Important Attribute with Low Leader Performance

"Lower price" is the only attribute in the quadrant with importance above the median and leader performance below the median (importance 34.3%, associated with Colavera by 17.3%). "Good taste" and "more refreshing" combine high importance and high Colavera performance.

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Distance to the Attribute Leader

The distance compares each brand with the brand that holds the highest positive association on each attribute among the six core brands. The % KSA (Section 4) is shown as a weight column and is not part of the calculation.

WHAT IT MEASURES

How far each brand is from the brand with the highest association on each attribute.

HOW IT IS CALCULATED

Distance = brand's % positive association − the leader's % positive association on that attribute. The leader is the brand with the highest value; if two brands tie at the maximum, both are leaders.

Example: Good taste. The leader is Colavera with 87.7%; Rivo Cola has 60.3%, a distance of −27.3pp.

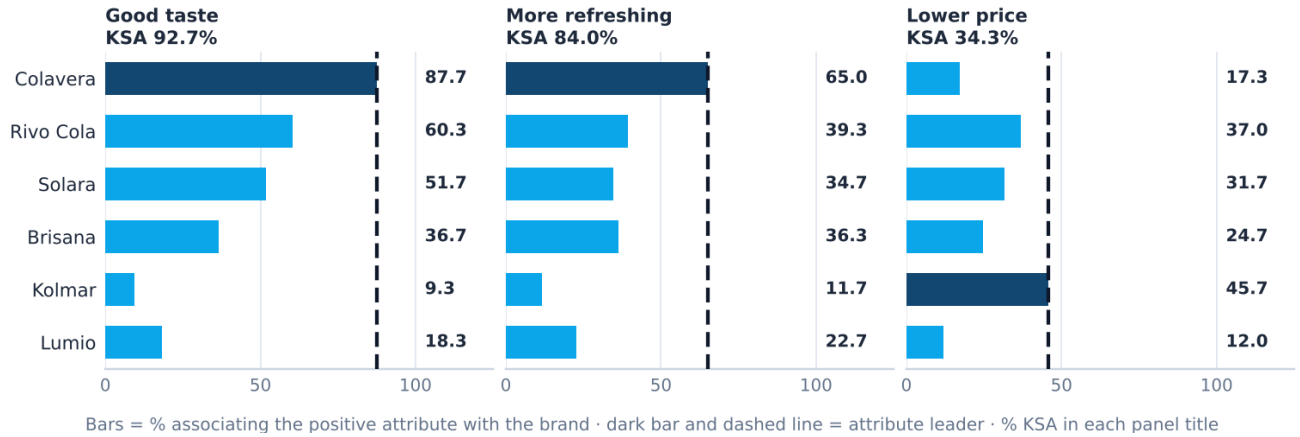
HOW TO READ IT

0.0 is the brand with the highest association on that attribute (outlined); a negative value is the number of pp below that brand. Colour is more intense the larger the distance. The distance is relative to the best value in this study; it does not represent a target or a standard.

Key attribute (KSA) · tier	% KSA	Colavera	Rivo Cola	Solara	Brisana	Kolmar	Lumio
Good taste Sensory Threshold	92.7%	**0.0** 87.7%	−27.3 60.3%	−36.0 51.7%	−51.0 36.7%	−78.3 9.3%	−69.3 18.3%
More refreshing Sensory Threshold	84.0%	**0.0** 65.0%	−25.7 39.3%	−30.3 34.7%	−28.7 36.3%	−53.3 11.7%	−42.3 22.7%
Lower price High Importance	34.3%	−28.3 17.3%	−8.7 37.0%	−14.0 31.7%	−21.0 24.7%	**0.0** 45.7%	−33.7 12.0%
Better-known brand Medium	23.7%	**0.0** 63.7%	−23.3 40.3%	−38.3 25.3%	−46.3 17.3%	−55.0 8.7%	−59.3 4.3%
More carbonated Medium	19.0%	**0.0** 41.7%	−16.7 25.0%	−24.3 17.3%	−19.0 22.7%	−33.7 8.0%	−34.0 7.7%
Reduced-sugar option Medium	18.0%	−7.0 9.7%	−4.7 12.0%	−1.3 15.3%	**0.0** 16.7%	−12.7 4.0%	−5.3 11.3%
Sugar-free option Medium	15.7%	−6.3 10.3%	−9.3 7.3%	−6.7 10.0%	**0.0** 16.7%	−12.3 4.3%	−8.0 8.7%
Easier to find Medium	12.7%	**0.0** 60.0%	−22.3 37.7%	−38.7 21.3%	−43.7 16.3%	−37.0 23.0%	−54.3 5.7%
Attributes where the brand leads		**5 of 8**	**0 of 8**	**0 of 8**	**2 of 8**	**1 of 8**	**0 of 8**

Distance in percentage points (pp) = brand positive association % − leader's positive association %, calculated from unrounded values (it can differ by 0.1pp from subtracting the rounded figures shown); the % under each distance is the positive association. The leader of each attribute is outlined; there are no ties at the maximum on any attribute. Attributes ordered by % KSA; brands by Top of Mind. Tier: Sensory Threshold ≥50%, High Importance 25–49%, Medium 10–24%, Lower Priority <10%.

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The chart shows the attributes with KSA ≥25% (Sensory Threshold and High Importance); the table includes all 8. The dashed line marks the leader's value and the leader's bar is darker.

What the Data Show

Good taste (92.7% KSA): Colavera leads with 87.7%. Distance of the other brands: Rivo Cola −27.3pp, Solara −36.0pp, Brisana −51.0pp, Lumio −69.3pp, Kolmar −78.3pp.

More refreshing (84.0% KSA): Colavera leads with 65.0%. Distance of the other brands: Rivo Cola −25.7pp, Brisana −28.7pp, Solara −30.3pp, Lumio −42.3pp, Kolmar −53.3pp.

Lower price (34.3% KSA): Kolmar leads with 45.7%. Distance of the other brands: Rivo Cola −8.7pp, Solara −14.0pp, Brisana −21.0pp, Colavera −28.3pp, Lumio −33.7pp.

Attributes led, out of 8: Colavera 5; Brisana 2; Kolmar 1; Rivo Cola 0; Solara 0; Lumio 0. Colavera leads Good taste, More refreshing, Better-known brand, More carbonated and Easier to find; Brisana leads Reduced-sugar option and Sugar-free option; Kolmar leads Lower price. On Reduced-sugar option the leader is less than 3pp ahead of the next brand (Reduced-sugar option: Brisana 16.7% vs. Solara 15.3%).

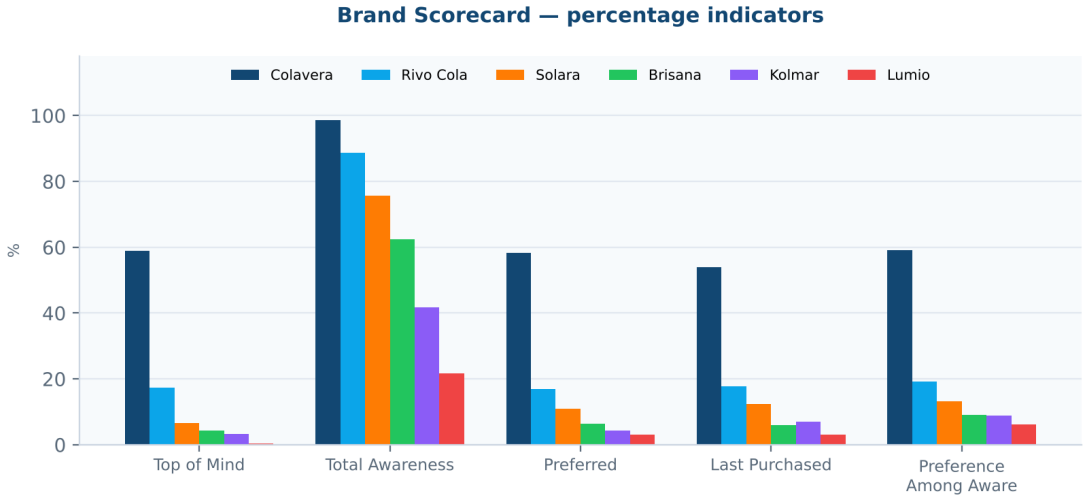
Exploratory study: n=300, ±5.66pp. Distances are descriptive differences; differences between brands are not tested, and values of a few points should not be read as a difference.

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8. Brand Scorecard

EXTENDED 300 EXCLUSIVE — THE 6 INDICATORS AT A GLANCE

Summarizes the six indicators by brand. Brands are ordered by Top of Mind (the guiding indicator for this section). The highest value of each indicator is highlighted.



Brand	Top of Mind	Total Awareness	Preferred	Last Purchased	Pref. Among Aware	Quality (0–10)
Colavera	**59.0%**	**98.7%**	**58.3%**	**54.0%**	**59.1%**	**8.67**
Rivo Cola	17.3%	88.7%	17.0%	17.7%	19.2%	8.00
Solara	6.7%	75.7%	11.0%	12.3%	13.2%	6.90
Brisana	4.3%	62.3%	6.3%	6.0%	9.1%	7.23
Kolmar	3.3%	41.7%	4.3%	7.0%	8.8%	5.54
Lumio	0.3%	21.7%	3.0%	3.0%	6.2%	6.41

This study does not include the Regular Consumption question, so the Scorecard brings together six indicators.

Colavera Leads All Six Indicators; the Rest Differ by Profile

Colavera has the highest value on all six indicators. Among the other brands, Rivo Cola is second on all six and Solara is third on the five percentage indicators; Kolmar shows higher Last Purchased (7.0%) than Preferred Brand (4.3%) and the lowest quality (5.54).

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9. Market Size Indicators

EXTENDED 300 EXCLUSIVE — FOREIGN TRADE HS 220210 AND FISCAL STRUCTURE (ILLUSTRATIVE VALUES, YEAR 2025)

In a real study this section presents the country's foreign trade under HS subheading 220210 (sweetened or flavoured non-alcoholic beverages) with the data year, the prior year for comparison, the net position and the main origins and destinations, together with the applicable fiscal structure. The values in this sample are illustrative and do not correspond to any country.

Indicator (HS 220210)	2025	2024	Change
Imports — value (US$ million)	18.4	16.9	8.9%
Imports — volume (million litres)	21.2	19.6	8.2%
Exports — value (US$ million)	6.1	5.7	7.0%
Exports — volume (million litres)	8.9	8.4	6.0%
Net position — value (US$ million)	-12.3	-11.2	Net importer
Import unit value (US$/litre)	0.87	0.86	0.7%

Illustrative values. Data year: 2025 (2024 comparison). Foreign trade figures do not equal market size.

Main import origins	% of value	Main export destinations	% of value
Country A	41%	Country D	48%
Country B	23%	Country E	27%
Country C	12%	Country F	9%

Fiscal Structure (illustrative)

General sales tax	13% (illustrative)
Selective tax on sweetened beverages	Exists, at a 10% ad valorem rate on the sales price (illustrative)
Source in a real study	The country's tax authority, verified and dated before stating the existence or absence of a tax

This Section Does Not State a Category Size

No public source for local production or retail value was located in this example, so this section does not state a category size or calculate Apparent Consumption (Production + Imports − Exports). Foreign trade figures describe flows under HS 220210 and do not equal market size. In a real study, bottling and investment data are cited as reports with year and source and may be outdated.

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10. Opportunities & Entry Barriers

EXTENDED 300 EXCLUSIVE — CROSS-ANALYSIS OF PRIMARY DATA AND PUBLIC SOURCES

Synthesizes the primary brand data with public bottling and investment information to identify where a new entrant would find room and where the cost of entry rises. Each element is a reading of the data shown, not a measured result.

Opportunities

OPPORTUNITY

Price Positioning Against the Leader

37.7% cite Colavera's price as a negative (113 respondents), and "lower price" is a top-3 KSA for 34.3%, an attribute Colavera holds at 17.3%, its lowest association among the attributes with the most weight (KSA ≥25%). Kolmar has the highest association on that attribute (45.7%) and the lowest quality in the study (5.54/10; "bad taste" 19.3%); taste is a top-3 attribute for 92.7%.

OPPORTUNITY

Sensory and Price Perceptions of Rivo Cola

Rivo Cola's 71.7pp awareness-to-preference gap is the widest in the study. Its most cited negatives are "less carbonated" (17.3%), "higher price" (15.3%), "less refreshing" (15.3%) and "bad taste" (14.7%), while its positive association with "lower price" (37.0%) exceeds Colavera's (17.3%). 19.2% of the 266 respondents who recalled Rivo Cola prefer it.

OPPORTUNITY

Sugar-Option Perceptions for Solara and Brisana

The most cited negatives for Solara and Brisana include the absence of reduced-sugar options (19.7% and 20.0%) and sugar-free options (20.3% and 17.0%). Sugar attributes carry limited selection weight (18.0% and 15.7% top-3; 33.0% chose at least one, Section 4).

Entry Barriers

BARRIER

Established Bottling and Distribution (illustrative description)

A new entrant competes against production and distribution systems that are already capitalized. In a real study this barrier cites public reports, with year and source, on plants and investment; the survey does not measure installed capacity or coverage.

BARRIER

Concentration of Mental Availability

Colavera and Rivo Cola together hold 76.3% of Top of Mind, 71.7% of Last Purchased and 75.3% of Preferred Brand, leaving little room for spontaneous recall or repeat purchase for the other brands. The peripheral brands with the most recall (Marea 32.3%, Dorado 19.3%, Vivaz 13.3%, Limonar 11.0%) have first-mention shares of 1.3% or less.

BARRIER

A Price Complaint Alongside Preference and Purchase

37.7% name Colavera's price as a negative, while 58.3% prefer it, 54.0% last purchased it and its quality is 8.67/10. Its leadership in good taste (87.7%) and refreshment (65.0%) coexists with the price complaint.

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11. Strategic Signals

DECISION-READY INTELLIGENCE

Each signal cites specific data from this report and is a reading of that data.

THREAT

Leadership Across All Indicators

Colavera's leadership is consistent across indicators: 59.0% TOM, 58.3% preference, 8.67/10 quality, and 48.0% of respondents name no negative. Among the attributes with the most weight (KSA ≥25%), the one respondents credit it with least is price (17.3%).

OPPORTUNITY

Price Association Without Quality Credit

"Lower price" is a top-3 attribute for 34.3% of respondents that Colavera does not hold (17.3%) and that Kolmar (45.7%), Rivo Cola (37.0%) and Solara (31.7%) do hold, with quality ratings of 5.54, 8.00 and 6.90/10, respectively.

TREND

Rivo Cola's Awareness-to-Preference Gap

Rivo Cola's 71.7pp gap is the widest in the study, on the second most recalled brand (88.7%); 19.2% of those who recalled it prefer it (51 of 266). This study cannot establish whether its negatives (less carbonated 17.3%, higher price 15.3%) relate to the gap.

TREND

Kolmar: Purchase Above Preference

Kolmar has Last Purchased of 7.0% (21 respondents) against Preferred Brand of 4.3% (13), the largest gap in favour of purchase among the six brands. This study does not measure the reason for purchase.

POSITIONING

Peripheral Brands with First Mentions

Marea (32.3% recall; 4 first mentions, 1.3%) is the peripheral brand with the highest recall; no peripheral brand exceeds 4 first mentions. Their preference and quality are not measured in this study.

Strategic Priority Matrix

Player	Strategic Focus	Basis in this study	Signal
Rivo Cola (main challenger)	Awareness-to-preference gap; carbonation, price and refreshment negatives	71.7pp gap; most cited negatives: less carbonated (17.3%), higher price (15.3%), less refreshing (15.3%)	Trend
Solara and Brisana	Perceptions of reduced-sugar and sugar-free options	The absence of sugar options is among each brand's main negatives (Solara 20.3% / 19.7%; Brisana 17.0% / 20.0%)	Opportunity
Kolmar	Quality perception alongside price	45.7% associate it with "lower price" but it has the lowest quality rating in the category (5.54) and "bad taste" is its main negative (19.3%)	Opportunity
Any new entrant	Price positioning with taste	Price is the leader's lowest association among the attributes with the most weight (KSA ≥25%) (17.3%) and its main negative (37.7%); taste is top-3 for 92.7%	Opportunity

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12. Methodology — Technical Sheet

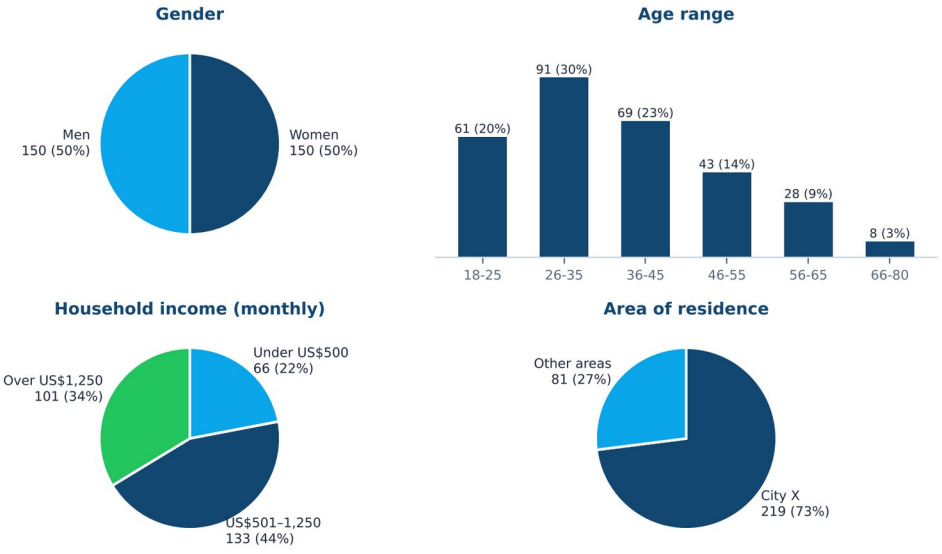
EXTENDED 300 — HOW THIS STUDY WAS CONDUCTED

Note on this Sample

This sheet describes the standard methodology of a MarketBrief Extended 300 applied to an illustrative dataset. There is no fieldwork behind the figures in this document.

Product	MarketBrief Extended 300 — Carbonated Soft Drinks
Universe	Adults residing predominantly in City X (73% of the sample). The findings describe this sample, not Country X as a whole.
Sample size	n=300 completed surveys
Design	Free Fall sampling; the composition is reported as obtained, unweighted
Confidence and error	95% confidence; margin of error ±5.66pp for the total sample (indicative technical reference)
Panel	Mixed: GLADIUS proprietary panel + external specialist panel provider
Questionnaire	Administered in Spanish; online capture platform
Fieldwork	Not applicable (illustrative sample). In a real study the field period is declared, taken from the database timestamps
Nature	Exploratory and indicative; neither conclusive nor census-based

Sample Composition (unweighted)



Methodological Notes

Exploratory, non-conclusive study. With n=300 and 95% confidence the margin of error is ±5.66pp for the total sample. The panel is non-probabilistic: the margin is reported as an indicative technical reference, not as a statistical guarantee.

Multiple-response questions. Total Awareness, the KSAs (3 selections) and the positive and negative associations are multiple response and do not sum to 100%. Top of Mind, Preferred Brand and Last Purchased are single response.

Core and peripheral brands. The six core brands were offered in all closed-list questions. Other brands are measured only by spontaneous recall and reported when they reach 4% Total Awareness; they do not enter the attribute matrix, quality, IPA or Preference Among Aware.

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Ranking convention. Every brand table or chart is sorted highest to lowest by its section's guiding indicator: Top of Mind (Sections 2 and 8), Preferred Brand (Section 3), % selected (Section 4) and mean quality (Section 6). Ties are declared.

Variant consolidation. Spelling and line variants of the same brand are consolidated into the parent brand before calculating Total Awareness and Preference Among Aware.

Preference Among Aware (PAA). Respondents who mentioned the brand in open recall and also chose it as Preferred Brand, divided by all who mentioned it. The base (n) and the "Prefer it but did not recall it" column are always shown. Small bases make the figure fragile and it is not a ranking.

Awareness-to-preference gap. Total Awareness (%) minus Preferred Brand (%), in percentage points. It compares an open question with a closed-list question, so it is descriptive only.

Perceived Quality. Mean from 0 to 10 among those who rate; Top 2-Box = 9–10; Bottom Box = 0–5; "Don't know" is outside the mean and inside the base of 300 for the boxes.

IPA. Importance = % choosing the attribute in their top 3; Performance = % associating the attribute with the leader. The cut-offs are the medians of the rounded values shown; attributes within 3pp of a cut-off are flagged.

Net Perception Balance and Distance to the Attribute Leader — Construction and Limits

Balance (Section 5): for each brand and attribute, the % of the 300 respondents who associated the positive attribute with the brand minus the % who associated the opposite negative attribute, in pp; the eight pairs are the eight Key Selection Attributes and their negative counterparts. Distance (Section 7): the brand's % of positive association minus the % of the brand with the highest positive association on that attribute among the six core brands (the attribute leader), in pp; the % KSA (Section 4) is a weight and is not part of the calculation. The distance compares each brand with the best value of this study, not with a target or a standard. Associations were measured on all 300 respondents, including those who did not name the brand spontaneously. The sampling error of the balance difference is calculated from the 95% confidence interval of the respondent-level differences (the same 300 respondents answer both sides). Differences between brands are not tested, and values of a few points should not be read as a difference. Both use unrounded values and can differ by 0.1pp from subtracting the rounded figures shown.

Demographic cross-tabs. In a real study the Extended 300 includes exploratory boxes by gender, age and income, with respondent counts, without multiple-comparison correction and with the actual number of combinations screened. This sample document does not include them.

External sources. In a real study Section 9 cites the source, year and consultation date of each external data point; foreign trade figures do not equal market size. The values in this sample are illustrative.

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