

Immediate Consumption: A Profitable Trip and Retailer Opportunity.

from The Coca-Cola Company Knowledge & Insights iSHOP Tracking Study

30+
BILLION TRIPS

2 out of 5 trips
include a food or beverage item
to be consumed within 1 hour.

**Trips for IC
food or
beverage**
are increasing faster
than other trips.*

**Buying an IC
food or beverage** is the
main motivation for visiting a
store on **35%** of the trips
made to retail—and that
figure is increasing!



66% of ALL CR Store Visits
included an IC food or beverage item



Profitable Demographic

39%
of all IC food/beverage trips
are made by millennials

49%
of millennial trips
result in IC food or
beverage purchases

**Ages
19-34**
are 44% more likely
to be IC shoppers

IC Shoppers are **29%** more likely to be
single and are **12%** more likely to be males



Of All IC Purchases

18%
are for
food only

57%
are for
beverage only

25%
include both food
and beverage items

Bundling Your Beverages with Food = \$\$

**In the
Cold Vault**

38%

of IC beverages
purchased are
Sparkling

Sparkling leads by 4x.

19%

of IC beverages
purchased with food are
Sparkling

Sparkling leads by 2.5x.

53%

of IC RTD juice trips
also include an IC food
item purchase.

41%

of IC bottled water trips
also include an IC food
item purchase.

No Matter the Trip, IC is profitable**

38%

**Grab & Go
Home**

13%

**Fill-In
(Food & Beverage)**

23%

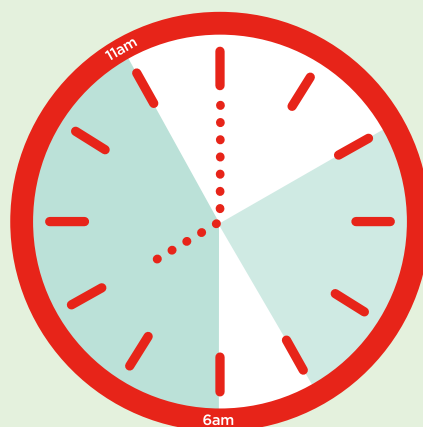
**Grab & Go
Elsewhere**

11%

**Fill-In
(Non-Food)**

Prepare the right bundle for any mission.

**Percentages are the share of total IC purchase by trip mission.



**Two Big
Dayparts**

Compared to
Other Retailers...

**6am-11am
& 2pm-5pm**
are the **BEST** for
IC Purchases

in Convenience Retail