

introduction to the evolving value equation

7 in 10 consumers worldwide



have changed the way they shop categories and brands as a result of the pandemic*

As consumers' lives have changed over the last two years, we've seen an evolution of their value equation. **Retailers can show their willingness to "walk the talk" by focusing on the top purchase drivers** in the evolving value paradigm.

as the value paradigm shifts, the top purchase drivers for shoppers evolve[†]

"old" paradigm

2019 top purchase drivers

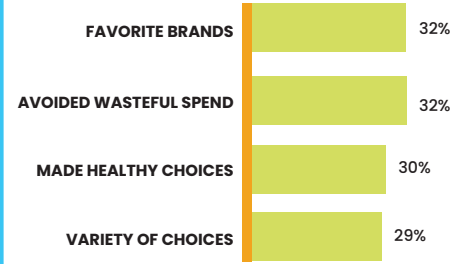


financially driven value definition



"new" paradigm

2021 top purchase drivers



value goes beyond financial

**with this new value paradigm,
we have identified five distinct shopper segments[†]**



Thrifter
searches for the best deal



Deliberate Shopper
needs the right amount



No Frills Pragmatist
wants the basics



Busy Go-Getter
looks for fast/easy



Quality Buyer
aims for the "best"

pepviz™

**as the value paradigm shifts,
PepsiCo is here to partner to
unlock growth**

Utilizing pepviz's consumer and shopper DNA enables retailers to understand which value segments are most relevant to them. Through our upcoming pepviz content series, discover what value looks like for your shoppers and unlock that potential for growth.

Talk to your PepsiCo sales rep or insights partner for more details.



[†]NielsenIQ, Unlocking Consumption, 2021

[†]PepsiCo Demand Accelerator, The Evolving Shopper Value Equation, July 2021