



# fritz-kola



portion size study –  
setup and results.



Our vision is a beverage industry that focuses on **conscious enjoyment** without trashing the environment. We want to show that economic success and responsibility can go hand in hand.

First and foremost, we at fritz-kola want to draw attention to the fact that **enjoyment** and **conscious consumption** don't have to be mutually exclusive. We want to encourage consumers to influence their own consumption through what they choose to buy.

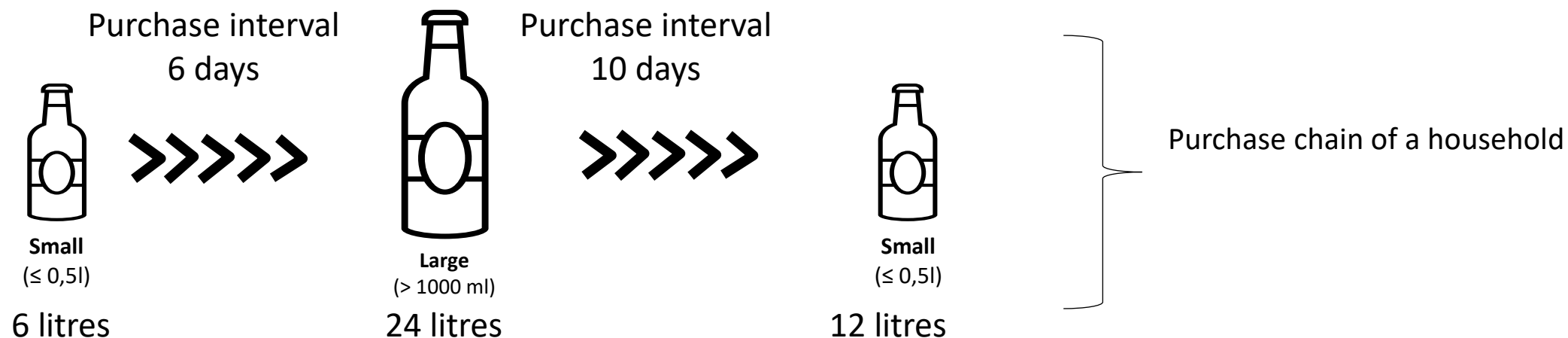
That's why, together with **YouGov**, we've launched a study to investigate the portion size effect. The **YouGov Shopper Panels FMCG CP+ 2.0 | Methodological approach: Expandability model, data basis MAT June 2024** were surveyed. The portion size effect describes how the size of the packaging influences the quantity consumed.



# how long until the next cola run?



estimating average consumption.



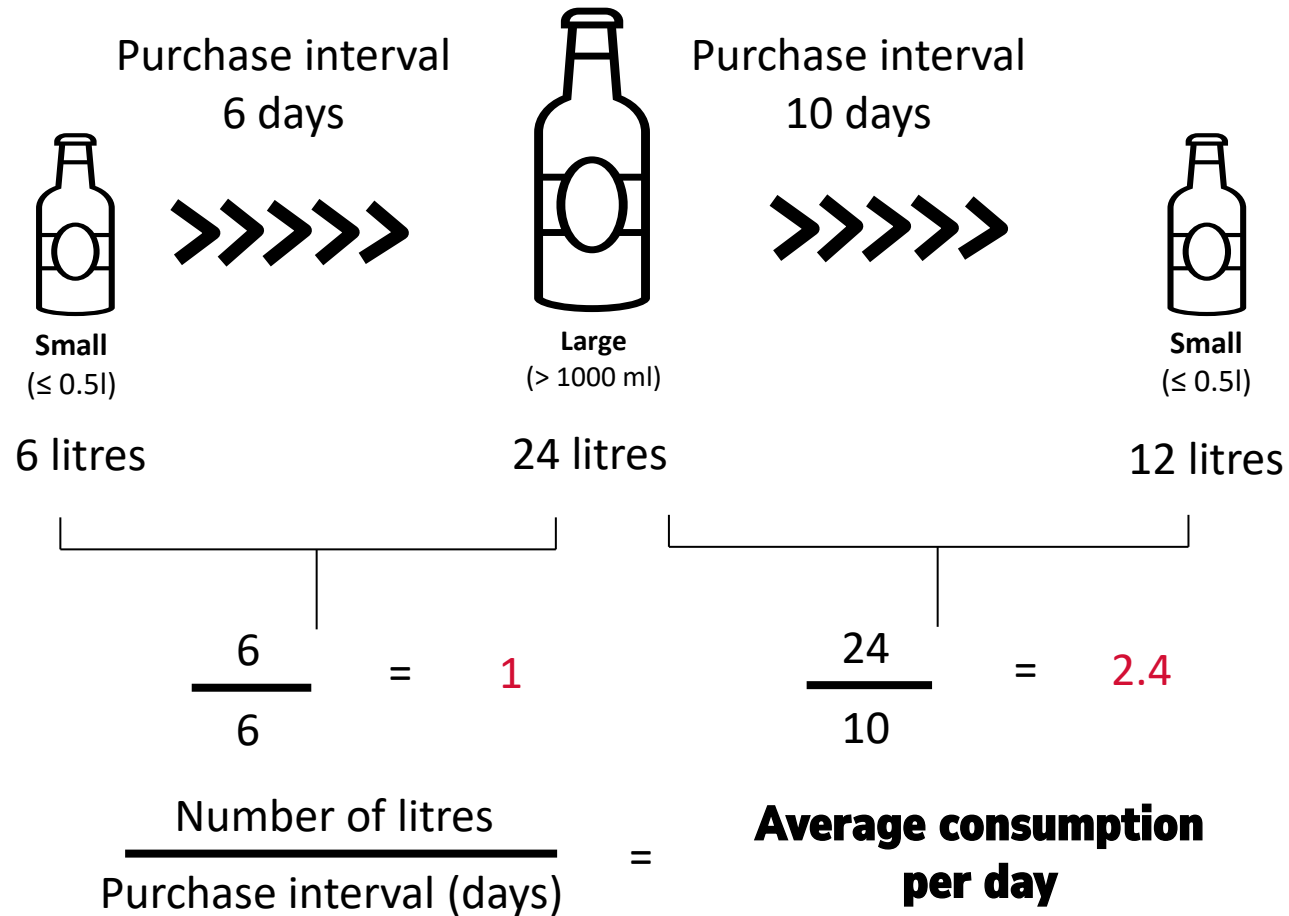
- The time between category purchases is an indicator of average consumption.
- We use the individual purchase chain per household to identify how long it takes before a new category purchase is made, in order to determine average daily consumption.



# how we measure it: expandability model.



calculation of the average consumption per day.





## portion sizing and calculation of daily consumption.

The portion size was divided into **three** different categories **based on the volume** of the packaging:



**Small**  
( $\leq 0.5\text{l}$ )



**Medium**  
(501 -1000 ml)



**Large**  
( $> 1000\text{ ml}$ )

**Daily consumption** was calculated by **dividing** the **quantity of a product purchased** on a particular shopping day by the **number of days until the next purchase** by the same household.

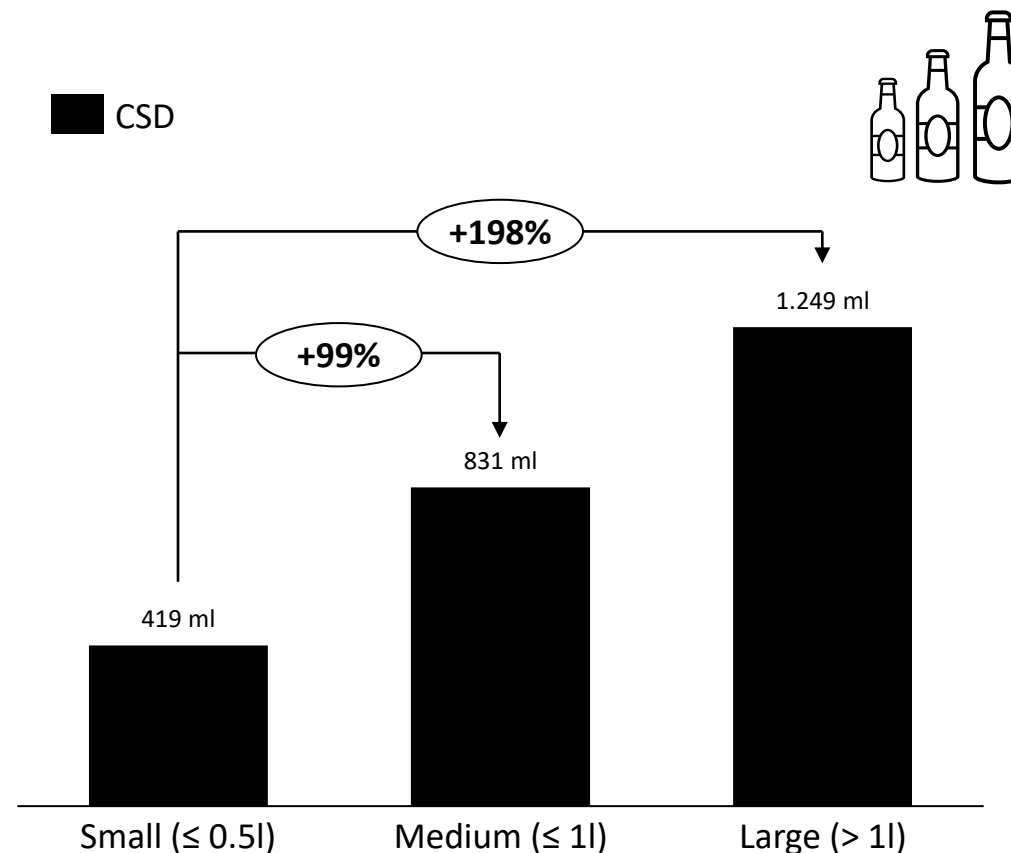
This calculation is based on the **assumption** that the **stock** of the product was fully consumed and therefore a **new purchase was necessary**. This makes it possible to estimate the average daily consumption of the product by the household.



This graph shows the average daily consumption for each portion size:

- **Small:** This category has the **lowest** average daily consumption, at about 419 ml.
- **Medium:** The average daily consumption **doubles** to around 831 ml.
- **Large:** The average daily consumption is **highest** here, at around 1,249 ml.

Average daily consumption in ml by portion size.

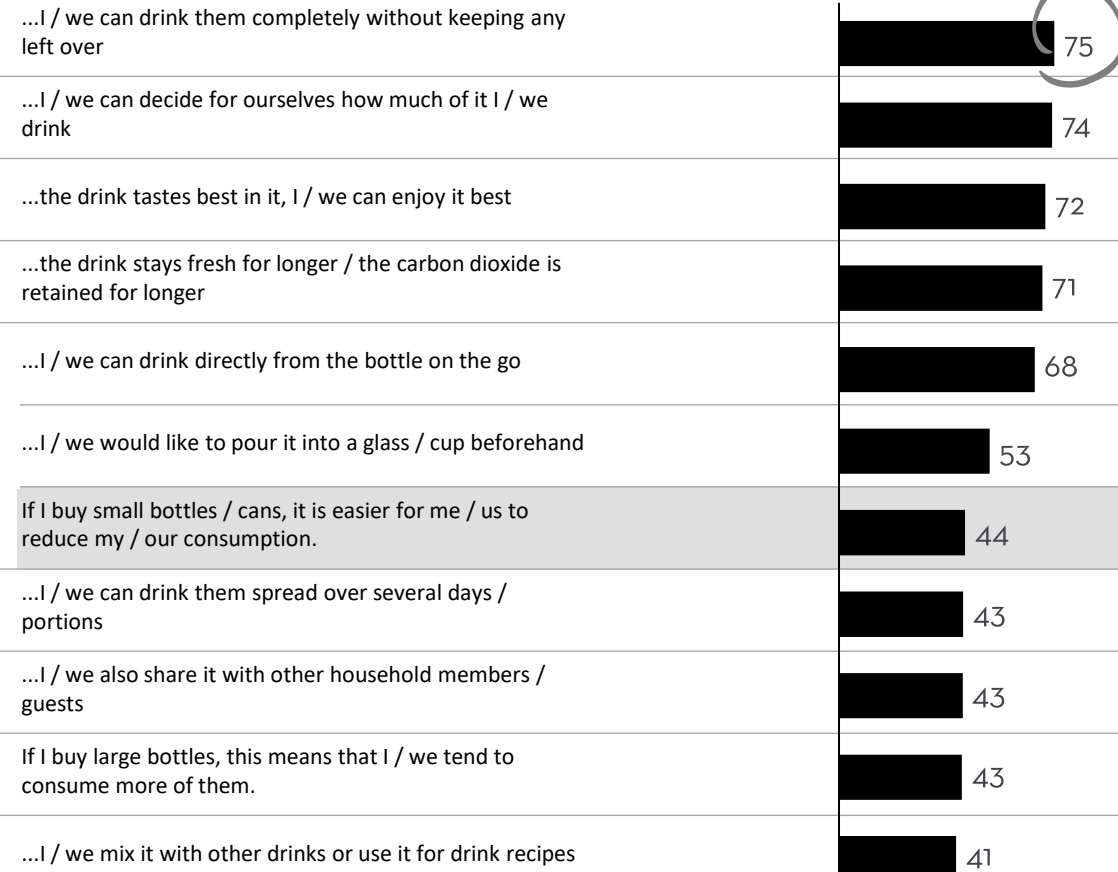


# over 50% of small bottle buyers find it easier to cut back consumption



## Consumer behavior | Reasons for preferred bottle size | Purchasers in %

### I / we prefer small bottles because...



\* This survey was conducted in German. The questions were translated accordingly.



# large bottle buyers believe less in the effect of portion sizes



## Consumer behavior | Reasons for preferred bottle size | Purchasers in %



\* This survey was conducted in German. The questions were translated accordingly.

# contact

---

fritz-kola GmbH  
Spaldingstr. 64-68  
20097 Hamburg  
Germany

Head of PR - Anna Grobe  
[anna.grobe@fritz-kola.com](mailto:anna.grobe@fritz-kola.com)

PR Manager - Anna Hubatsch  
[anna.hubatsch@fritz-kola.com](mailto:anna.hubatsch@fritz-kola.com)

+49 40-2190 71 69-0  
[info@fritz-kola.com](mailto:info@fritz-kola.com)  
[www.fritz-kola.de](http://www.fritz-kola.de)

VAT Reg No.: De 814 938 815, Comm. Reg.: HRB 104 144  
Hamburg District Court  
CEO: Mirco Wolf Wiegert, Florian Weins  
Place of jurisdiction and place of fulfilment for payment is Hamburg

