

PRODUCT PORTFOLIO TEMPLATE – EXAMPLE

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This template will provide a granular approach to product portfolio analysis, demonstrating the need to choose at what level of product you want to analyze.

CATEGORY	SPARKLING BEVERAGES	WATER + HYDRATION	JUICES + DAIRY	COFFEE	TEA
BRAND + VARIETY	Coca-Cola Sprite – Sprite – Sprite Zero Sugar – Sprite Cranberry – Sprite Zero Sugar Cranberry Fanta Schweppes Fresca Barq's Appletiser	Dasani Smartwater POWERADE Vitaminwater ZICO Topo Chico Aquarius I LOHAS Ciel	Minute Maid Innocent Simply Fairlife AdeS	Georgia Coffee Costa Coffee	Fuze Tea Honest Gold Peak Peace Tea Ayataka Dogadan

PRODUCT PORTFOLIO

CATEGORY					
BRAND + VARIETY					

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