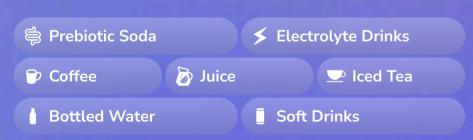
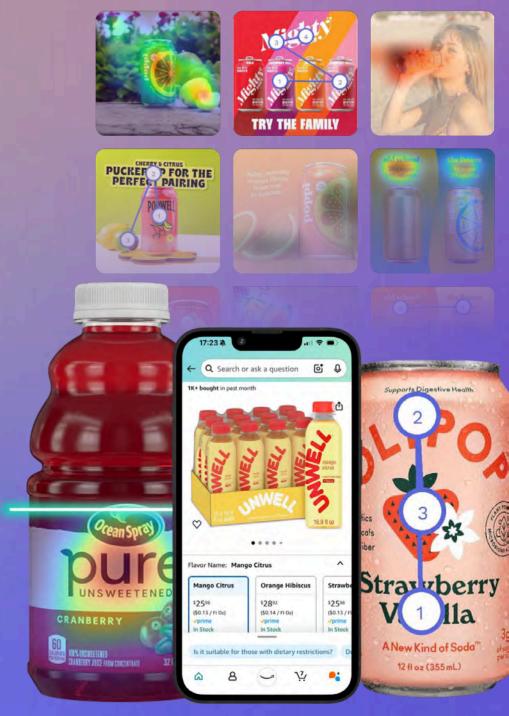


VISUAL INTELLIGENCE REPORT

# Beverage Edition

An AI-powered analysis reveals the winning visual content, product listings, and visual trends impacting beverage shoppers on Amazon.





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This AI-powered Visual Intelligence Report reveals the winning PDP images, product listings, and visual trends that impact online beverage shoppers on Amazon.

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# The Impact of Visual Content In Digital Commerce

In the highly competitive world of online retail, visual content plays a critical role in capturing attention, building trust, and driving conversions. Today, attractive visual content is one of the most important drivers of success in the "see, scroll, click" attention economy.



95%

of purchasing decisions happen when the subconscious brain is processing visual information.



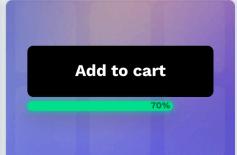
88%

of consumers consider the product image the key element of the online shopping experience.



2 seconds

is all you have to to grab consumers' attention in an increasingly competitive online environment.



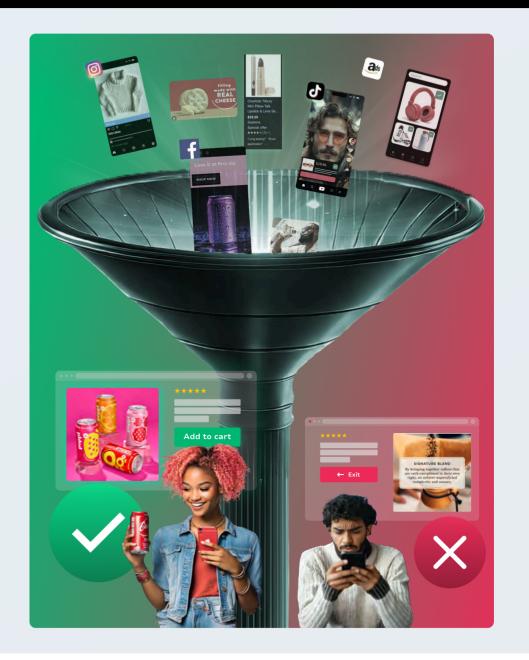
70%

of all retail sales will be digitally influenced by 2027.

#### Product Detail Pages (PDPs): The Critical Moment of Truth

Ineffective content is the **#1 reason for lost conversion**, consistently driving a loss of up to **40%** of potential sales across unoptimized product listings on online retailer destinations

Brands are investing millions to drive traffic to product pages through channels like **retail media**, **advertising**, **social media**, **and influencer marketing**, but are losing high-intent buyers due to ineffective content. With access to new AI-powered visual intelligence, it's now possible to measure the effectiveness of content, and optimize product listings and experiences at scale to maximize conversion and sales.



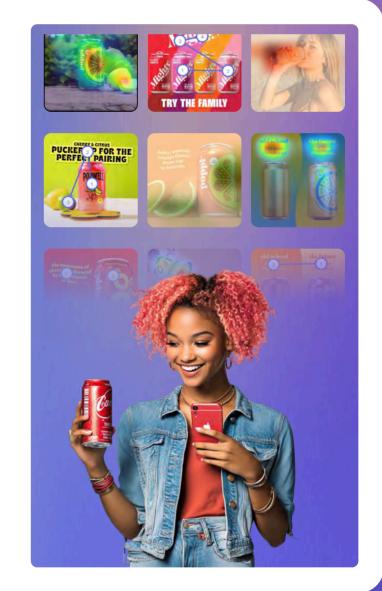
#### **About the Beverage**

#### **Visual Intelligence Report:**

As economic pressures cause consumers to reconsider their grocery purchases, beverage brands are also contending with new trends. Health-centric innovations, such as probiotic sodas and hydration drinks, are gaining traction as consumers prioritize wellness. Renewed emphasis on sustainability efforts, nostalgic flavors, and intentional buying are having a major impact on the beverage industry—causing many brands to go back to the drawing board on their ecommerce strategies.

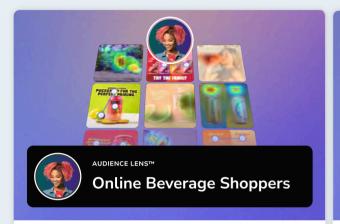
This AI-driven report analyzes thousands of images and top-searched beverage products on platforms like Amazon, revealing key visual trends that engage shoppers. It provides actionable insights to refine creative strategy, optimize listings, and boost online sales.

From standout hero images to high-impact carousel visuals, this report is a roadmap for brands looking to enhance engagement and maximize conversions in the competitive beverage category.

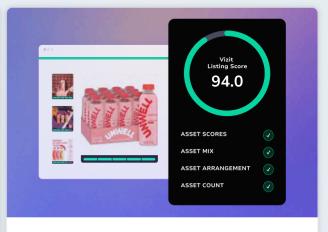


#### Visual Intelligence, The AI-Driven Approach to Image Measurement

Visual AI technology gives you real-time insight into how individual images and product listings perform with a given audience.







#### Audience Lens™

#### Simulating Online Beverage Shoppers' Visual Preferences

Vizit Audience Lens™ AI technology learns from millions of organic interactions that online consumer audiences have with tens of thousands of images daily to replicate their preferences for visual content.

#### Vizit Score™

#### Al-Powered Image Analysis and Insights

Predictive image scores are driven by an analysis of thousands of unique variables that impact attention and appeal in every image, as well as competitive imagery in a selected category to quantify the effectiveness of the image for the intended audience.

#### Vizit Listing Scores™

## Measuring PDP Content Effectiveness

Listing-level aggregate PDP primary and secondary imagery effectiveness. These 0-100 scores are also impacted by the volume, arrangement, and diversity of the listing content. Competitive listing scores and content in the selected category also influence overall PDP scores.

7



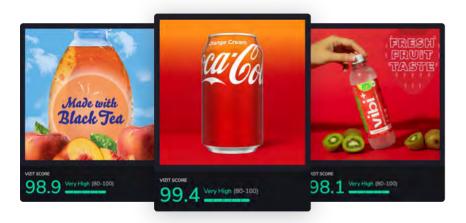
#### Top Secondary Visual Trends Across Beverage Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across carousel images on beverage PDPs on Amazon.



#### **Bright, Bold Color Blocking**

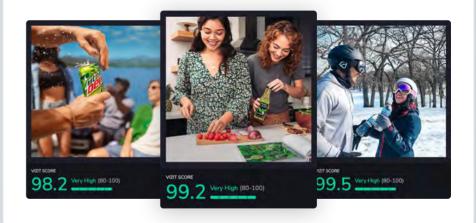
High-performing secondary images utilize vibrant, high-contrast backgrounds to create visual pop. Soda and juice brands, in particular, leverage bold color blocking to reinforce flavor and energy cues. Bright reds, yellows, and citrus tones draw attention and help products stand out in crowded digital shelves.





#### **Social Consumption Scenes**

Beverage brands increasingly use lifestyle imagery featuring real-world consumption moments. High-scoring images depict individuals enjoying drinks at social gatherings, sports events, and outdoor settings. This reinforces emotional connections, positioning beverages as an integral part of shared experiences and active lifestyles.





#### Top Secondary Visual Trends Across Beverage Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across carousel images on beverage PDPs on Amazon.



#### **Ingredient and Transparency Focus**

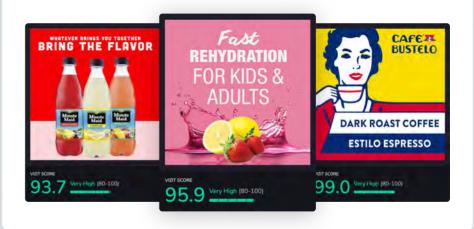
Consumers are drawn to secondary images that highlight product purity and key ingredients. High-scoring images feature close-ups of fresh fruit, botanicals, and liquid transparency to communicate flavor authenticity and health benefits. This trend is especially dominant in functional drinks such as prebiotics, hydration beverages, and coldpressed juices.





#### **High-Contrast Text Callouts**

Beverage carousels frequently employ concise, high-contrast text overlays to communicate key product benefits. Short phrases like "Zero Sugar," "Electrolyte Boost," and "All-Natural Ingredients" enhance clarity. These overlays are often placed strategically in the upper or lower thirds of images to avoid clutter and maximize readability.





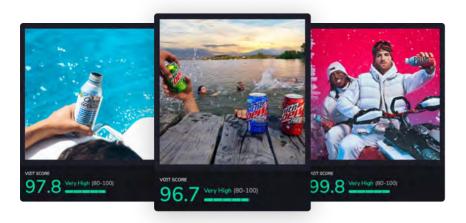
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#### **Seasonal Imagery**

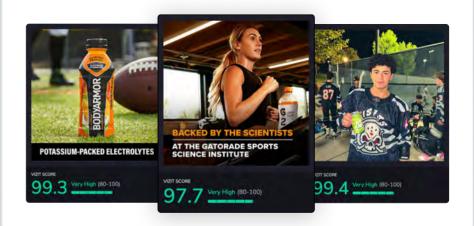
Leveraging seasonality in secondary images boosts engagement by aligning with consumer mindsets. Festive packaging, summer beach settings, and holiday-themed props help drive relevance and emotional appeal. Limited-edition flavors and seasonal promotional cues are often emphasized through background elements and thematic visuals.





#### **Sports and Athletic Performance Positioning**

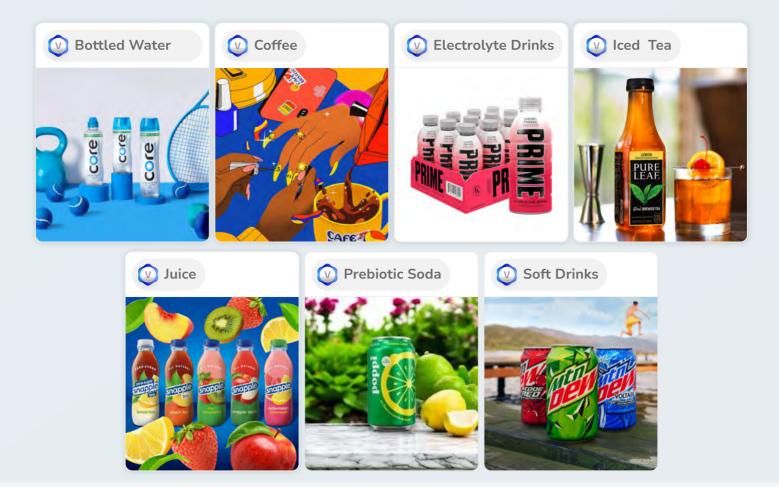
Electrolyte drinks and hydration products perform well with imagery that reinforces performance benefits. High-scoring images depict athletes, runners, and fitness enthusiasts actively engaging with the product. Dynamic angles, motion blur effects, and sweat-drenched environments reinforce hydration and energy claims.





#### **Top Secondary Images in Beverages**

These carousel images have high individual Vizit Scores and take advantage of appealing visual trends in the category. Carousels with higher scoring images will be more effective at converting shoppers.

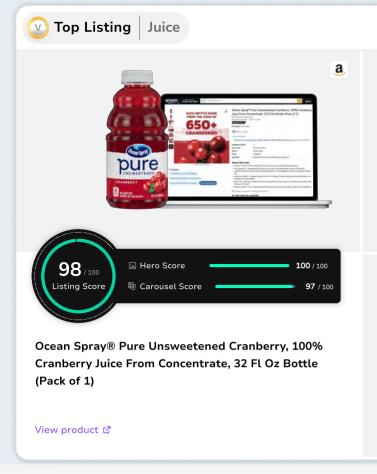


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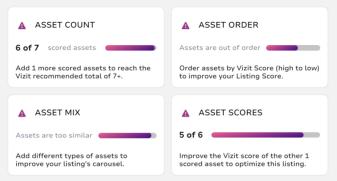
#### **PDP Spotlight | Juice**

This juice listing imagery is very effective, and is advantaged in attracting and converting online beverage shoppers. See a full breakdown of the listing content below.









### What makes this listing a winner?

Ocean Spray's PDP earns a high Vizit score by using strong product-in-focus imagery and bold red color blocking to enhance visual clarity and flavor intensity. The inclusion of a multi-use lifestyle shot adds versatility.

## How can this listing improve?

The listing would benefit from a broader asset mix—many images are similar bottle shots, limiting informational diversity. Adding visuals related to ingredients or a social consumption scene could improve engagement.

#### New Listing | Electrolyte Drinks

#### First Impressions | Unwell Hydration

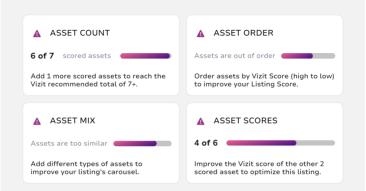
Podcaster Alex Cooper's new Unwell Hydration drink targets "life's unwell moments." Vizit analyzed its Amazon PDP and brand store imagery to see how it stacks up.

## **New Listing Electrolyte Drinks** a ☐ Hero Score 87/100 Listing Score □ Carousel Score Unwell Hydration Electrolyte Drink For Rapid Hydration + Focus - Mango Citrus, 12 Pack

view listing 🖸







### What makes this listing a winner?

Unwell enters the electrolyte drink category with a 98.0 Listing Score and top-tier hero and carousel visuals. A clean, high-contrast hero and vibrant carousel assets effectively grab shopper attention.

## How can this listing improve?

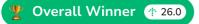
Unwell's PDP would benefit from removing low-scoring assets and balancing overly dark or saturated tones that reduce clarity. Adding more usage-context imagery could further boost variety.

Prebiotic Soda

#### PDP Face Off

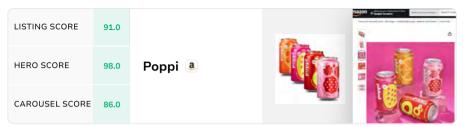
Poppi outperforms OLIPOP with a significantly higher listing, hero, and carousel score. Poppi's bold design, vibrant visuals, and clear flavor communication appeal strongly to online shoppers. OLIPOP, while boasting isolated strong assets, lacks consistency and visual clarity.













#### **Hero Image Comparison**

Poppi's hero image ranks among the top percentile, with a clean product layout and eye-catching colors. The bold, angled can arrangement adds dimension while maintaining clarity.



# Company of the Advances of the

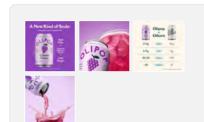
#### Hero Image Comparison

OLIPOP's hero lacks contrast and polish. The product appears flat, with dull lighting and minimal packaging detail, weakening its shelf appeal and scoring power.

#### **Carousel Image Comparison**

Poppi's carousel features a strong visual mix—highlighting flavor variety, lifestyle context, and bright backgrounds that reinforce brand tone and product benefits.





#### **Carousel Image Comparison**

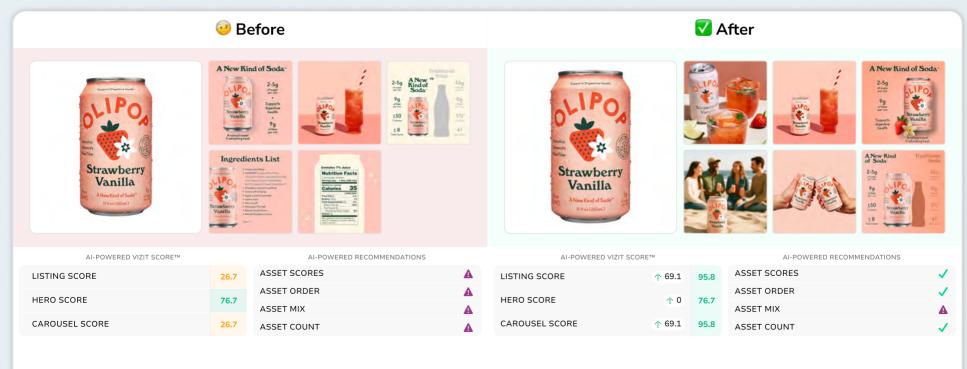
OLIPOP's carousel includes one highperforming asset, but is weighed down by low-performing images. Lack of cohesive layout and unclear messaging reduce visual impact and shoppability.



Prebiotic Soda

#### **SKU Rescue**

Visual intelligence drives new optimization capabilities for PDP visual content. Here's a look at how visual AI can help OLIPOP upgrade its listing—and increase conversions—with more engaging images and content arrangement.



#### SKU Breakdown

The hero image uses a clean, white background with crisp contrast that helps the product stand out, and the packaging is easily legible.

However, the carousel could benefit from more diverse image types.

Most visuals are similar in layout, and the carousel lacks lifestyle or use case imagery, which could limit emotional engagement or functional context for shoppers.

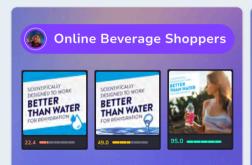
#### **Optimization Overview**

This optimized OLIPOP listing outperforms the original, boosting its Vizit Listing Score by 69.1 points to 95.8. High-scoring lifestyle images add emotional appeal and context, with assets now properly ordered by effectiveness. While the asset mix could be more diverse, the listing delivers a much stronger visual experience likely to drive higher engagement and conversion.

#### Visual Intelligence

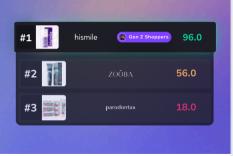
# Why Visual AI: How Vizit Enables Optimized Content Creation at Scale

Don't let ineffective content hurt your bottom line. Vizit's Visual AI technology allows brands to see through the eyes of their audience for the first time.









#### **Objective Image Analysis**

Measure and understand the effectiveness of your PDP visual content and uncover specific areas for optimization to improve the conversion power of your imagery.

#### Visual Content Measurement at Scale

Identify high-performing products and listings, leverage visual insights, and gain a competitive edge in shoppers' eyes across your entire catalog.

## Real-Time Test and Learn Capabilities

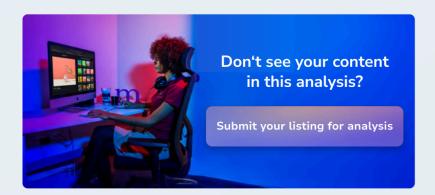
Test new content, configurations, and product listings to optimize image effectiveness pre-flight.

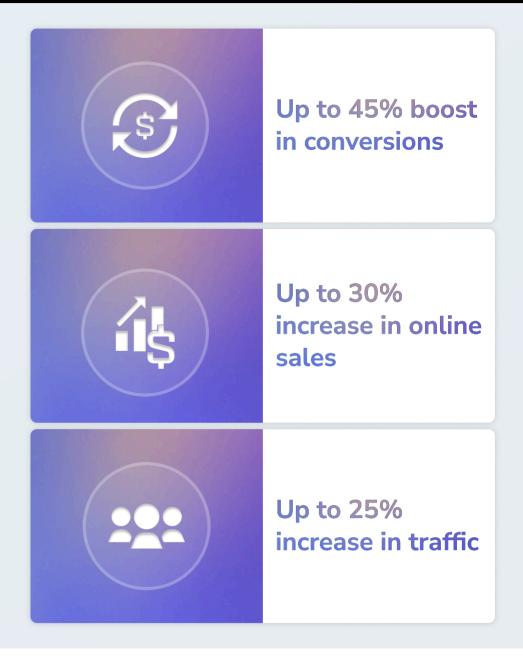
## **Continuous Conversion Improvement**

Track performance over time, monitoring category leaders and laggards for a holistic view of visual content effectiveness

## Make Your Visual Content Work for You

Visual content is the **#1 driver of sales** on ecommerce. Vizit helps you create and surface the right content that cuts through the noise to lift conversions, traffic, and sales.







THE #1 AI PLATFORM FOR DIGITAL COMMERCE

#### **About Vizit**

Vizit is the visual intelligence platform, enabling digital leaders, designers, and marketers around the world to view and optimize their digital content through their audience's eyes in real time. Powered by patented intuitive AI technology, Vizit provides a revolutionary, easy to use software platform that helps teams deliver breakthrough digital content that stands out, delights customers, and sells more products, delivering the essential infrastructure to achieve content excellence at scale.

Vizit is relied upon by the world's most iconic brands, retailers, and agencies in over 15 countries, including Mars, L'Oreal, Unilever, Colgate Palmolive, and Kimberly-Clark. Vizit has been recognized as a Business Insider Top 15 Technology Startup, a Leading 100 Startup, a CB Insights Retail Technology 100 winner, and a Greenbook Insight Innovation Finalist. For more information, visit www.vizit.com.

#### **BRANDS WINNING WITH VIZIT**

ĽORÉAL

**MARS** 

Skimberly-Clark





