

PepsiCo unveils new global brand identity

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Marking a bold new chapter in its 60-year journey, PepsiCo has unveiled a refreshed global brand identity that reflects the company's evolution, expansive portfolio, and commitment to shaping a sustainable and consumer-centric future.

The announcement comes as the company celebrates six decades since the historic union of two of the world's most recognised brands, Pepsi and Lay's. Today, PepsiCo has grown into a global powerhouse with a portfolio of more than 500 brands, including household names such as Gatorade, Quaker, Tostitos, Siete and poppi, supported by a workforce of over 300,000 people across markets from Kansas to Cairo, São Paulo to Shanghai.

The new visual identity, PepsiCo's first corporate rebrand in nearly 25 years, aims to capture the energy, optimism, and ambition of the company as it continues to transform and modernise. Beyond aesthetics, it serves as a symbol of PepsiCo's purpose-driven direction, anchored in pep+ (PepsiCo Positive), the company's end-to-end transformation strategy focused on sustainability and resilience.

"Our new identity boldly reflects who we are in 2025: a company with expansive reach, aiming for positive impact across the globe and an unmatched family of beloved food and drink brands," said Ramon Laguarta, Chairman and CEO of PepsiCo.

PepsiCo said the rebrand underscores its efforts to simplify and modernise its operations, while showcasing the depth and diversity of its portfolio. Research revealed that only 21 per cent of consumers could name a PepsiCo brand beyond Pepsi, a gap the new identity seeks to bridge by reinforcing the company's unified, cross-category presence.

The refreshed look represents more than a logo change; it embodies PepsiCo's commitment to innovation, inclusivity, and sustainability as it continues to create products and experiences that resonate with consumers worldwide.

With its new identity, PepsiCo is signalling a future focused on growth, innovation, and positive impact, strengthening its position as a global leader in food and beverages while staying true to its legacy of connecting with consumers around the world.