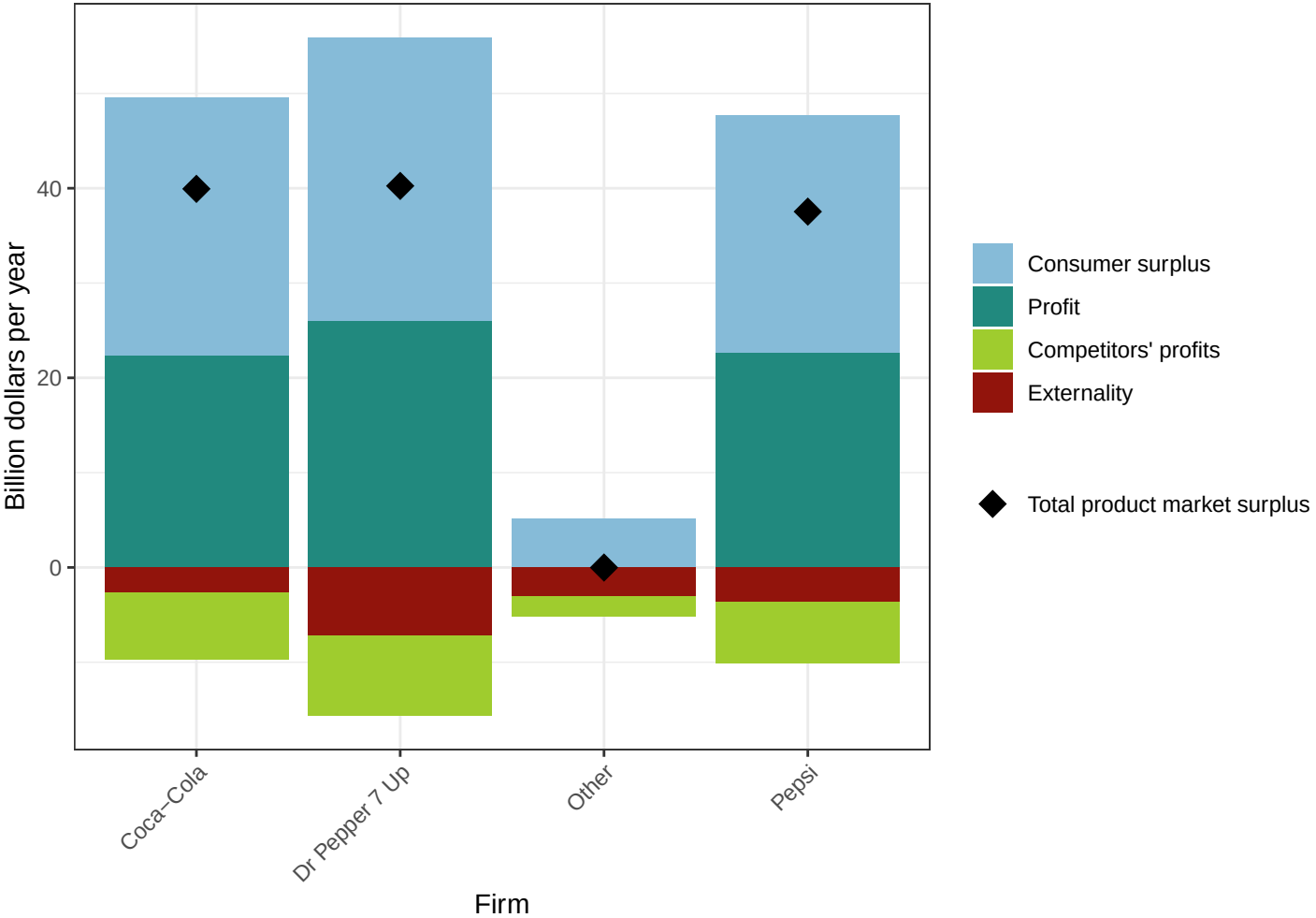
Billion dollars per year
40
20
0
Coca–Cola
Dr Pepper 7 Up
Other
Pepsi
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus