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## COCA-COLA EUROPACIFIC PARTNERS SWOT & PESTLE ANALYSIS

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**Company Name :** Coca-Cola Europacific Partners

**Company Sector :** Packaged Beverages

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Coca-Cola Europacific Partners, headquartered in Uxbridge, is a multinational company that produces and distributes non-alcoholic beverages, including Coca-Cola. It is one of the largest independent Coca-Cola bottlers in the world, serving markets in Europe and the Pacific region. The company was created through a merger between Coca-Cola Iberian Partners and Coca-Cola Erfrischungsgetränke in 2017. The company operates in 14 countries, including Spain, Italy, Portugal, Greece, and Australia. It has a diverse portfolio of brands, including Coca-Cola, Fanta, Sprite, and Powerade, as well as local and regional brands. Coca-Cola Europacific Partners is committed to sustainability, with initiatives aimed at reducing its environmental impact, supporting communities, and promoting healthy living. In 2023, the company has been awarded a EcoVadis Platinum medal in recognition of CSR achievement. As of early 2023, the company employed over 33,000 people.

The USP of Coca-Cola Europacific Partners is that it is a leading producer and distributor of non-alcoholic beverages. The mission of Coca-Cola Europacific Partners is to refresh Europe, the Pacific and Indonesia and make a difference.

**Revenue :**

14.8 billion - FY ending 31st December 2021 (y-o-y growth 39.6%)

10.6 billion - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Coca-Cola Europacific Partners is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diverse product portfolio across several categories.</li> <li>2.Largest Coca-Cola bottling company by revenue</li> <li>3.Recipient of several recognition and awards.</li> <li>4.Introduction of several carbon neutral manufacturing sites</li> <li>5.Consistent financial performance and shareholder returns</li> <li>6.Networked marketing model with Coca-Cola Trademark</li> </ul>	<ul style="list-style-type: none"> <li>1.Massive plastic pollution caused by the company</li> <li>2.The group is a party to various litigation claims and legal proceedings.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Massive plastic pollution caused by the company</li> <li>2.The group is a party to various litigation claims and legal proceedings.</li> </ul>	<ul style="list-style-type: none"> <li>1.Rising health concerns about sugar-based beverages</li> <li>2.Water shortages around the world may impact production</li> <li>3.Threats of cyber and social engineering attacks.</li> <li>4.New recycling technologies may not be developed quickly enough.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Coca-Cola Europacific Partners is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Consequences of Brexit on business</li> <li>2. Political instability in Catalonia.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Worsening economic situation worldwide.</li> <li>2. Record inflation in Europe and rate hike by European Central Bank.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Rising consciousness around health and less intake of sugar</li> <li>2. Evolving consumer tastes and preferences</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Increasing adoption of digital channels by customers and suppliers.</li> <li>2. Utilising advanced analytics to drive growth</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Implementation of stringent Deposit Return Scheme across Europe.</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Increasing water shortage due to climate change.</li> <li>2. Targeted reduction of CHG emission and increasing sustainability.</li> <li>3. Steady steps taken towards becoming carbon neutral.</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Coca-Cola Europacific Partners** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)