
S&P TEST

SWOT & PESTLE.com

COCA-COLA SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : Coca-Cola

Company Sector : FCMG, Non-alcoholic beverages

Operating Geography : United States, North America, Global

About the Company :

The Coca-Cola Company incorporated in 1892 is the world's largest beverage company. It manufactures, and markets nonalcoholic beverage concentrates and syrups and also finished sparkling soft drinks and other nonalcoholic beverages. The company is well known for its flagship product Coca-Cola or Coke. The concentrates and syrups are sold to authorized bottling partners who process them to sell as finish products. The Coca-Cola Company is a total beverage company, endeavoring over 500 brands in more than 200 countries and territories as of 2019. Coca-Cola is constantly transforming its product portfolio to suit its health-conscious patrons by reducing sugar in their drinks and bringing innovative products to market. Its portfolio comprises of some of the world's most valuable beverage brands, such as AdeS plant-based beverages, Ayataka green tea, Peak teas and coffees, Georgia coffee, Gold Honest Tea, Costa coffee, Del Valle juices and nectars, Minute Maid juices, Powerade sports drinks, simply juices, Fanta, Sprite, innocent smoothies and juices, Dasani waters, smartwater, Vitaminwater and ZICO coconut water. On May 20, 2022, Coca-Cola announced that it would stop producing and selling Honest Tea products by the end of the year. In a press release, the beverage giant stated that removing Honest Tea is part of a larger strategy to "reflect consumer choice" and to prioritise "fewer, bigger brands."

The USP or Unique Selling Proposition of the Coca-Cola company sprawls in being the world's largest beverage company and owning the world's most popular and largest selling soft drink brand Coca Cola or habitually known as Coke. Coca-Cola's mission statement is "To refresh the world in mind, body and spirit, to inspire moments of optimism and happiness through our brands and actions and to create value and make a difference".

Revenue :

\$55,627 million - FY ended December 31, 2021 (year-on-year growth of 11%)

\$50,074 million - FY ended December 31, 2020

SWOT Analysis :

The SWOT Analysis for Coca-Cola is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Market leader in the non-alcoholic beverages sector 2. Innovative marketing campaigns 3. Vast brand portfolio 4. Strong distribution network 5. Loyal customer base 	<ol style="list-style-type: none"> 1. Absence in other food and beverage segments 2. Insensitivity towards water management 3. Health concerns associated with carbonated drinks 4. Heavy reliance on purchased finished products from external sources
Opportunities	Threats
<ol style="list-style-type: none"> 1. Product diversification 2. Acquisition of niche competitors 3. Penetration in markets of developing nations 4. Major opportunity in bottled water e-commerce and delivery segment 	<ol style="list-style-type: none"> 1. Competition with PepsiCo 2. Indirect competition 3. Increasing taxes on sodas and sugary soft drinks

PESTLE Analysis :

The PESTLE Analysis for Coca-Cola is given below:

<p>Political</p> <p>1.Political contributions made in compliance with laws and regulations</p> <p>2.Changes in political scenario of a country</p>	<p>Economical</p> <p>1.Impact of Covid-19 on business's operations</p>
<p>Social</p> <p>1.Cultural shift from carbonated drinks to healthy beverages</p> <p>2.Flavored water gaining popularity in global markets</p>	<p>Technological</p> <p>1.Use of technology in production</p> <p>2.Digital technology to analyze the opportunities</p>
<p>Legal</p> <p>1.Laws and Government regulations on food and beverages</p> <p>2.Regulations and taxes on the ingredients of products</p>	<p>Environmental</p> <p>1.Addressing sustainability and climate change</p> <p>2.Enduring water quality and availability</p>

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

The complete report for **Coca-Cola** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com