

# Coca-Cola Co, The in Soft Drinks

March 2024

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## INTRODUCTION

Scope of the report

Executive summary

## STATE OF PLAY

Coca-Cola Co, The maintains its robust leadership in soft drinks globally

Coca-Cola's sales maintain enduring reliance on carbonates

US is the primary market for Coca-Cola

Growing carbonates contribute to company's sales

Coca-Cola empowers digitalisation in most of its processes

## EXPOSURE TO FUTURE GROWTH

Latin America is vital for sales growth within both core and growth categories

Monster Beverage Corp and Danone, Groupe are expected to move up rankings

Packaging as one of Coca-Cola's sustainability goals

Sugar reduction is propelled by public pressure and consumer demand

Case study: Coca-Cola trials alternative Diet Coke with stevia and monk fruit blend

## COMPETITIVE POSITIONING

Nestlé SA stabilises growth with growing demand for bottled water

Private label has second biggest overlap with Coca-Cola

Coca-Cola is undisputed leader in carbonates in top countries in 2023

Coca-Cola owns expansive portfolio of brands with strongest brands in carbonates

Coca-Cola expands its alcoholic drinks portfolio

Fountain dispensers bring variety, optimisation and sustainability

## CARBONATES

Latin America is the biggest Coca-Cola market for carbonates

Germany and UK opt for reduced sugar carbonates

Latin America is set to generate the highest sales over the forecast period

## BOTTLED WATER

Middle East and Africa records highest sales growth over 2018-2023

Coca-Cola's functional bottled water brands are strong in the US and the UK

US remains the most important for sales of bottled water

## JUICE

Leadership in juice is supported with strong sales in the US

Juice drinks and nectars have key presence in Latin America

Juice with health claims support company's sales

## RTD TEA

Asia Pacific is responsible for highest sales of Coca-Cola RTD tea products

Still RTD tea is predominant in Coca-Cola sales

Kazakhstan and Uzbekistan are among top 10 growth areas for RTD tea

## SPORTS DRINKS

North America leads sales of sports drinks

Regular sports drinks outperform reduced sugar options

Latin America has great potential for Coca-Cola sales

Fastlyte is Coca-Cola's idea of an oral replenishment solution

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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