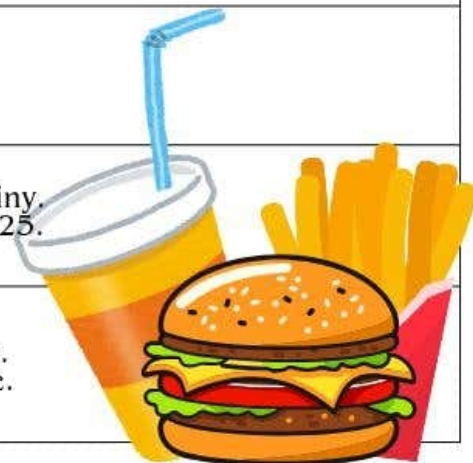




ENVIRONMENTAL ANALYSIS

Demographic Trends	Operates in 100+ countries, serving millions daily. Urbanization boosts fast-food demand. Health-conscious consumers drive menu innovation.
Socio-cultural Influences	100% sustainable packaging by 2025. Eco-friendly Happy Meal toys initiative. Stronger focus on diversity & inclusion.
Technological Developments	Sustainable beef & lower emissions goals. Mini McFlurry & new packaging reduce waste. Expanding AI-driven supply chain efficiency.
Macro-economic Impacts	Rising food costs impact pricing. Inflation affects consumer spending. Investing in eco-friendly operations.
Political & Legal Pressures	Meeting global environmental laws. Facing climate-related shareholder scrutiny. 100% cage-free eggs commitment by 2025.
Global Trade Issues	Supply chain risks due to global events. Adapting to tariff & trade policy changes. Ensuring sustainable sourcing worldwide.



Conclusion: McDonald's is adapting to sustainability, tech, and economic shifts to maintain industry leadership.



ENVIRONMENTAL ANALYSIS

Demographic Trends	Youth Focus: 10-25 age group is the key target market. Gender Ratio: 75% male, 25% female workforce. High Consumption: Mexicans drink ~745 Coca-Cola beverages per person annually.
Socio-cultural Influences	Rising demand for low-sugar & healthy options. Sustainability focus driving eco-friendly packaging. Brand valued at \$83.8B, leading in F&B.
Technological Developments	AI-driven marketing & consumer analytics. Investing in sustainable packaging tech. Expanding in e-commerce & digital sales.
Macro-economic Impacts	\$11.5B revenue in Q4 2024 (+6.4% YoY). \$303B market cap in early 2025. 2.75% dividend yield, strong investor appeal.
Political & Legal Pressures	Facing lawsuits over greenwashing claims. Sugar taxes increasing, affecting pricing. Trade tariffs raising packaging costs.
Global Trade Issues	Supply chain disruptions due to geopolitical tensions. Currency fluctuations impact global revenue. Environmental agreements shaping sustainability goals.

Conclusion:

Coca-Cola must adapt to evolving trends to maintain market leadership.





PEPSICO ENVIRONMENTAL ANALYSIS

Demographic Trends	Operates in 200+ countries, employs 267,000+ people. Urbanization boosts demand for convenience foods. Aging populations drive health-conscious products.
Socio-cultural Influences	"PepsiCo Positive (pep+)" drives sustainability. 98% recyclable packaging by 2025. Reformulated 75% of snacks to meet health targets.
Technological Developments	First net-zero plant in Spain by 2025. AI-driven climate risk modeling. 25% water efficiency improvement achieved early.
Macro-economic Impacts	Economic shifts affect pricing & demand. Raw material costs impact profitability. Investing heavily in sustainability & efficiency.
Political & Legal Pressures	Stricter food safety & environmental laws. Deforestation-free sourcing goal by 2025. Facing greenwashing scrutiny.
Global Trade Issues	Supply chain disruptions pose risks. Tariff fluctuations impact pricing. Adapting to global sustainability laws.



Conclusion: PepsiCo focuses on sustainability, innovation, and compliance to navigate global challenges and ensure long-term growth.

Demographic Trends	Operates in 186 countries, employs 270,000+ people. Urbanization boosts demand for packaged foods. Aging populations drive health-focused products.
Socio-cultural Influences	Committed to 100% cage-free eggs by 2025. 100% recyclable packaging target by 2025. Rising demand for ethical sourcing & sustainability.
Technological Developments	Investing in sustainable packaging solutions. Digital platforms enhance customer engagement. 100% renewable energy goal for U.S. facilities.
Macro-economic Impacts	Economic shifts affect pricing & demand. Raw material cost fluctuations impact profitability. Investing \$2B in recycled plastics.
Political & Legal Pressures	Navigating strict food safety & labeling laws. Stricter environmental regulations worldwide. Facing scrutiny over greenwashing concerns.
Global Trade Issues	Supply chain disruptions pose risks. Tariff changes impact costs & pricing. Adapting to global sustainability regulations.

Conclusion:

Nestlé adapts to changing markets through sustainability, digital innovation, and regulatory compliance, ensuring long-term growth and leadership.

