**PepsiCo – Business Case**

PepsiCo, Inc. is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York.

Pepsi was first introduced as "Brad's Drink" in New Bern, North Carolina in 1893 by Caleb Bradham, who made it at his drugstore where the drink was sold. It was renamed Pepsi-Cola in 1898.

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world.

PepsiCo has increased its global net revenues from 39.47 billion U.S. dollars in 2007 to nearly 80 billion U.S. dollars in 2021.  
  
Caleb Bradham developed the recipe for the Pepsi soft drink in 1880 in North Carolina. As his drink became more popular, he established the Pepsi-Cola Company in 1902. In 1965, the Pepsi-Cola company merged with Frito-Lay Inc., to form PepsiCo, Inc. Currently, the company owns a variety of well-known brands that with about 60 percent dedicated to food products and about 40 percent to drink products. PepsiCo is divided into seven main division. As of 2021, over half of the company’s revenues were generated from the North American Beverages (NAB) and Frito-Lay North America (FLNA) divisions.  
  
PepsiCo is the closest competitor of the Coca Cola Company. Many are familiar with the competition between PepsiCo and Coca-Cola, named the “cola wars”, but lately, both companies have started to depend on businesses outside of the beverage market. Recently, the industry is responding to changes in the market as the demand for carbonated soft drinks has decreased. However, studies have indicated that few people can discern the difference between the two soft drinks in a blind taste test, nevertheless, there have been indications that Coca-Cola has been more successful in its branding.

Its brands include Mountain Dew, assorted Pepsi flavors and other diet drinks. PepsiCo sells Aquafina water, Gatorade sports drink, Tropicana orange juice and SoBe tea. PepsiCo also owns Frito-Lay, which makes Cheetos, Ruffles and Doritos. Fifty percent of PepsiCo’s sales are generated from the United States, and it also sells its products in more than 200 countries.

The latest closing stock price for PepsiCo as of July 15, 2022, is 171.12. The all-time high PepsiCo stock closing price was 177.50 on April 28, 2022.The PepsiCo 52-week high stock price is 177.62, which is 3.8% above the current share price. The PepsiCo 52-week low stock price is 149.48, which is 12.6% below the current share price. The average PepsiCo stock price for the last 52 weeks is 164.33.

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