



Company	Ticker	Sector	Industry
Coca-Cola Company	KO-US	Consumer Staples	Beverages

Business Description

The Coca-Cola Co. engages in the manufacturing and marketing of non-alcoholic beverages. It operates through the following segments: Europe, Middle East and Africa, Latin America, North America, Asia Pacific, Global Ventures, and Bottling Investments. The company was founded by Asa Griggs Candler on May 8, 1886 and is headquartered in Atlanta, GA.

Price Chart

Key Info & Metrics



Empirical Research Rank:	6
Date Purchased:	03/11/2022
Price:	\$62.80
52-Week Range:	\$54.39 - \$66.21
Dividend Yield:	2.83%
Market Cap (\$M):	\$271,716
Forward Price-to-Earnings:	24
Total Return	
Year-to-Date:	-0.5%
1 Year:	3.5%
3 Year:	57.2%
5 Year:	65.7%

Investment Case - Updated: February 26, 2023

The Coca-Cola Company is the market leader in non-alcoholic beverages driven by the iconic Coca-Cola brand. Over the past five years the company has grown sales at an approximately 6 percent annual rate despite the impact of the Covid-19 pandemic. Management is focused on dynamic pricing strategies, segmentation, and improving the company's route to market to drive sales and profitability. The company is less impacted by private label competition which typically allows it to increase prices with less resistance from retailers and consumers. We believe The Coca-Cola Company is better positioned compared to its consumer staple peers in the current inflationary environment because they are less sensitive to rising input costs given their higher gross margin profile. The company has long been a solid dividend payer and has increased its dividend by nearly 4 percent annually over the past five years.

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