

Expansion of Healthy Drinks - Coca Cola



EXECUTIVE SUMMARY

Act 1: Situation

Coca-Cola, a global leader in the beverage industry, has long been associated with traditional sugary sodas. However, in response to evolving consumer preferences and health concerns, there is a growing demand for healthier beverage options.

Act 2: Complication or Opportunity

The Health Drinks Market size is expected to grow from USD 344.36 billion in 2023 to USD 408.80 billion by 2028, at a CAGR of 3.49% during the forecast period (2023-2028)

Act 3: Solution/Data POV

Expansion of healthy drinks for Coca-Cola can leverage its brand recognition and expertise to tap into the flourishing market of health-conscious consumers.

ACTION PLAN - Recommendations

WHAT

1. Expand the menu of different healthy products to reach new consumers

2. Establish partnerships with reputable health and wellness organizations such as the American Heart Association or the World Health Organization.

3. Acquire athletes and sports teams to sponsor healthy products

WHY

Coca-Cola Company reported that net revenues declined 5% sequentially to \$8.6 billion for fourth quarter 2020. However, the zero-sugar line of Coca-Cola sales growth of 3% for the quarter and 4% on the year.

Collaborating with these organizations lends credibility to Coca-Cola's efforts in promoting healthier beverage options, reassuring consumers about the quality and benefits of the products.

Athletes and sports teams engage with a vast audience and market, igniting inspiration among fans to purchase and experience the products.

HOW

- Encourage consumer feedback and incorporate it into product refinement and marketing strategies.
-Shift the main focus of drinks to low calorie and healthy products

Initiate discussions with key stakeholders in health and wellness organizations to explore potential collaborations, including joint marketing campaigns, educational initiatives, and research projects highlighting the nutritional value of Coca-Cola's healthy drinks.

Negotiate with athletes to endorse Coca-Cola's healthy product line.
Develop sponsorship agreements and partnerships with sports teams and individual players.