

COCA-COLA

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# The Coca-Cola Company

Group 3

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# Executive Summary

## Expanding Healthy Products and Tap Into New Markets

### Act 1

Coca-Cola has built its sugary product reputation through beverages known for their high sugar content and satisfying taste.

### Act 2

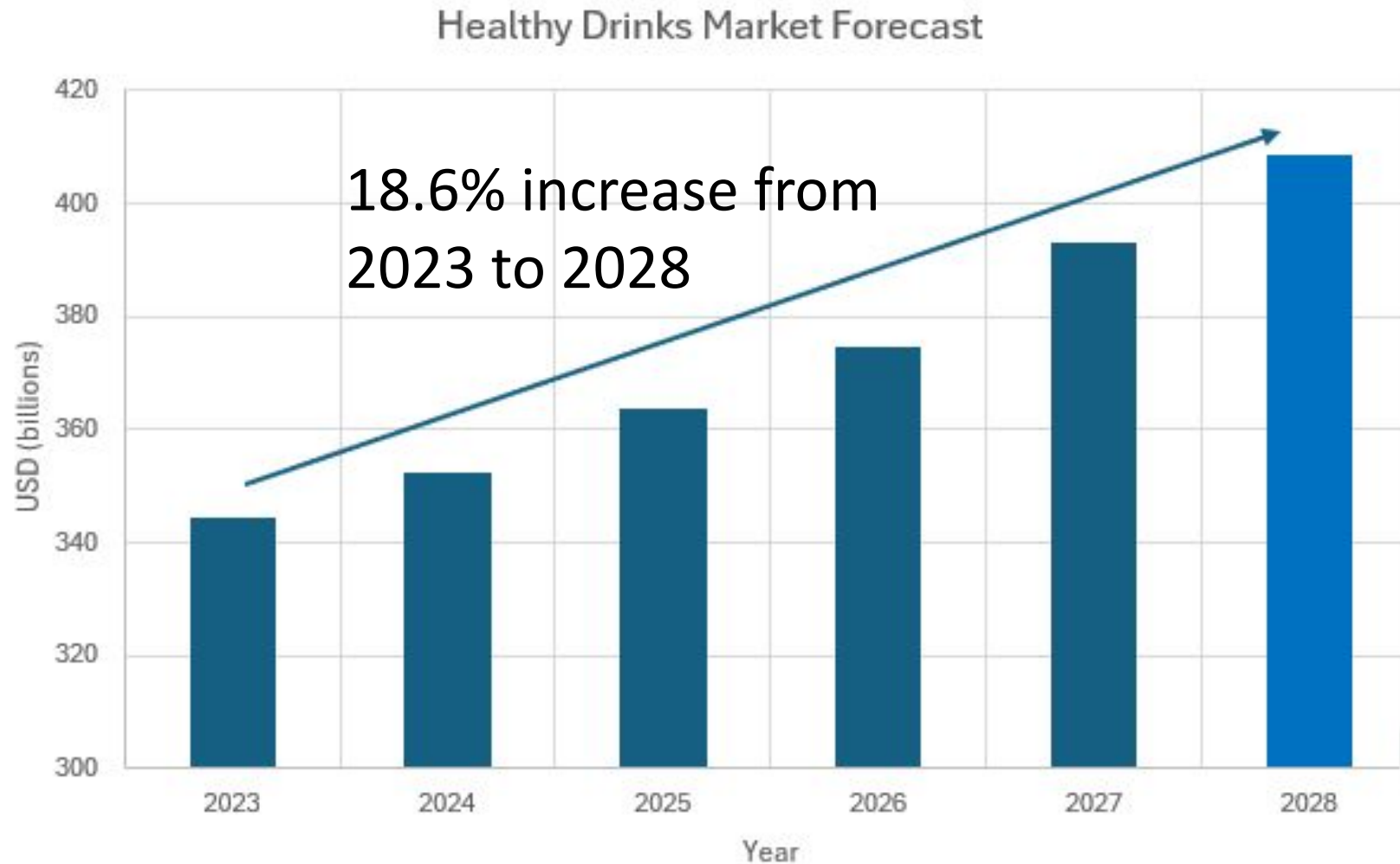
The Health Drinks Market size is expected to grow from USD 344.36 billion in 2023 to USD 408.80 billion by 2028, at a CAGR of 3.49% during the forecast period (2023-2028)

### Act 3

Expanding its healthy drink offerings allows Coca-Cola to tap into the health-conscious consumer market



# The market size for healthy drinks is expected to grow



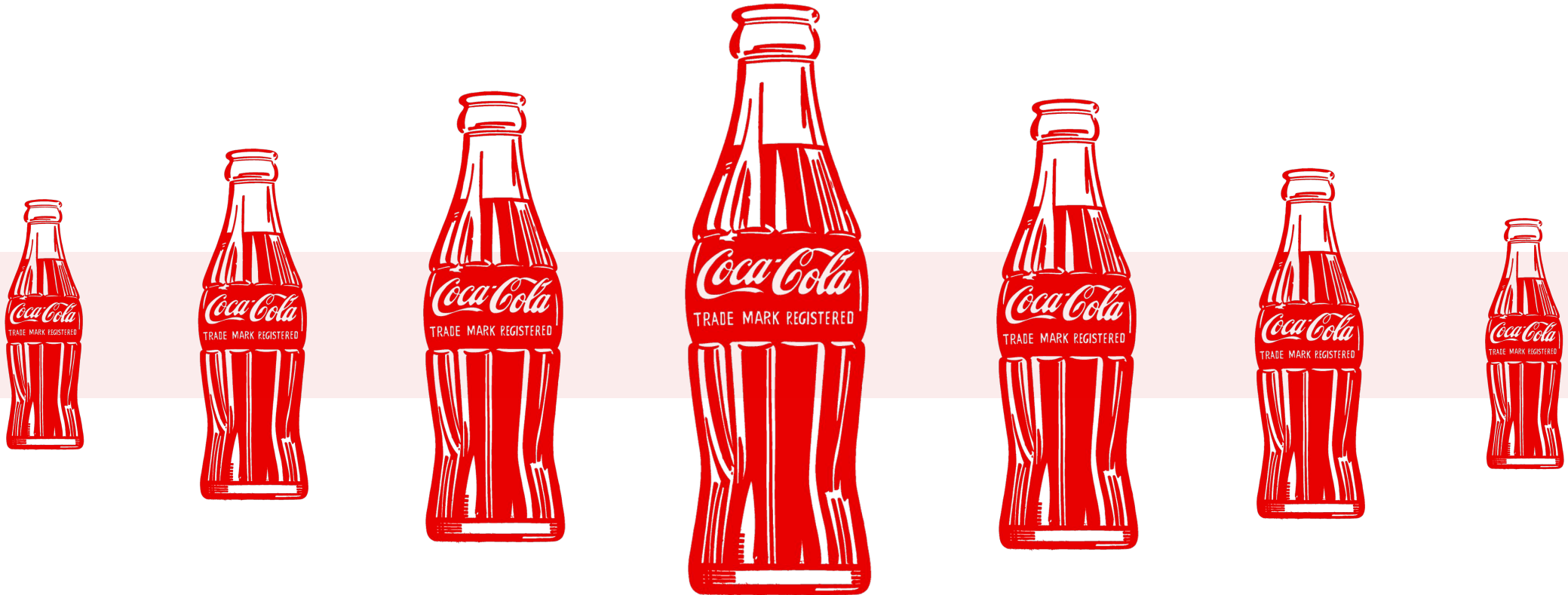
# Recommendations

01. Expand the Menu of Different Healthy Products to Reach New Customers
02. Partner with Leading Health Organizations
03. Acquire Athletes and Sports Teams to Sponsor Healthy Products





# 01. Expand the Menu of Different Healthy Products to Reach New Customers



# Full Year 2020 Results

**Net  
revenues  
declined 5%:  
\$8.6 billion**

**zero-sugar  
line of  
Coca-Cola  
sales growth:  
3%**





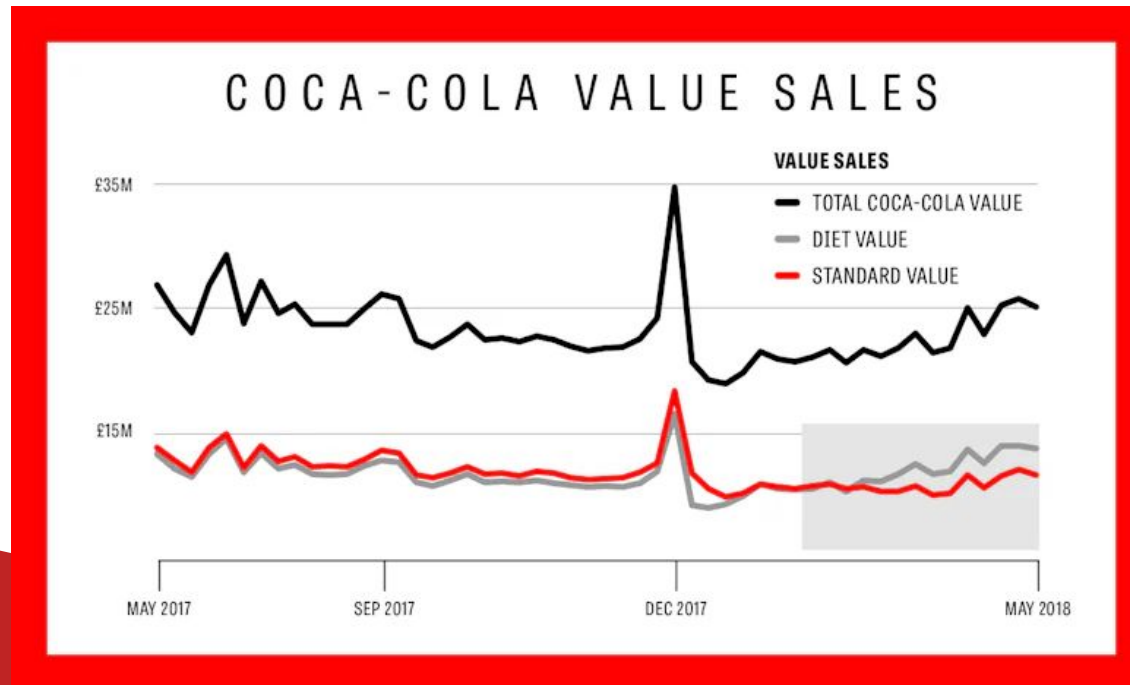
## How Will We Expand Options?

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



## 02. Partner with Leading Health Organizations

Coca-Cola has sponsored **American Heart Association** events, such as heart walks and educational campaigns, which aim to promote physical activity and heart health awareness among the public.



# Before and After Partnerships



## BEFORE

- **Marketing Focus:** Originally, Coca-Cola focused on marketing sugary drinks without addressing health concerns.
- **Rising Awareness and Criticism:** As awareness of the health risks associated with sugary drinks increased, Coca-Cola faced criticism for contributing to obesity, diabetes, and heart disease.

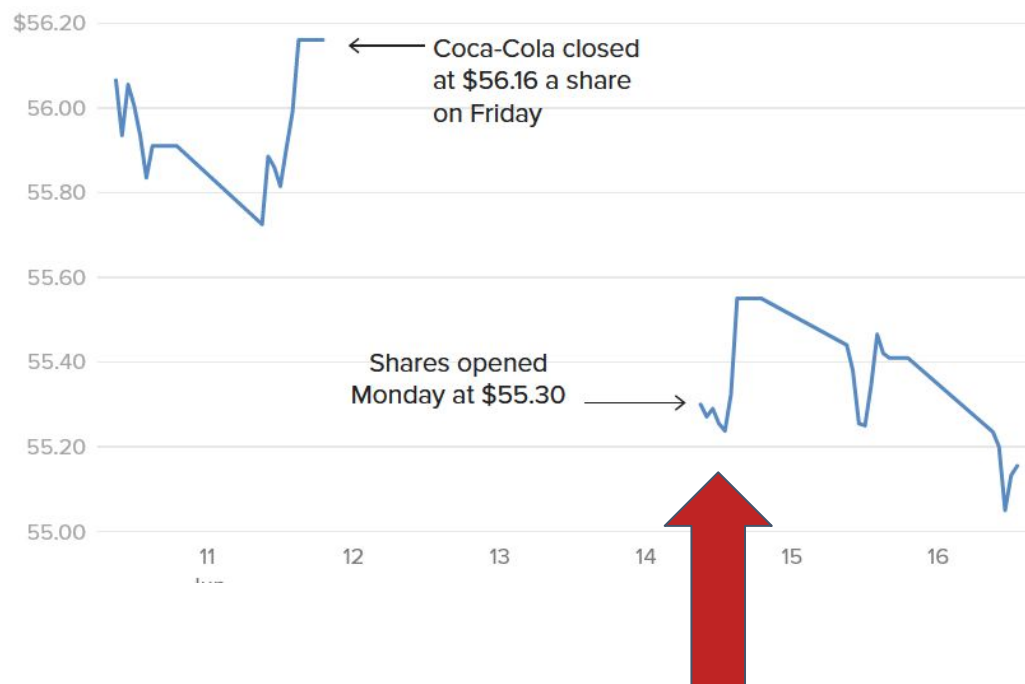
## AFTER

- **Brand Image Enhancement:** Partnering with the American Heart Association helps improve Coca-Cola's image.
- **Countering Negativity:** This collaboration counters negative perceptions about the health impacts of sugary drinks.
- **Consumer Trust:** Increase of trust and loyalty, especially among health-conscious market segments



# 03. Acquire Athletes and Sports Teams to Sponsor Healthy Products

What Ronaldo did to Coca-Cola's stock



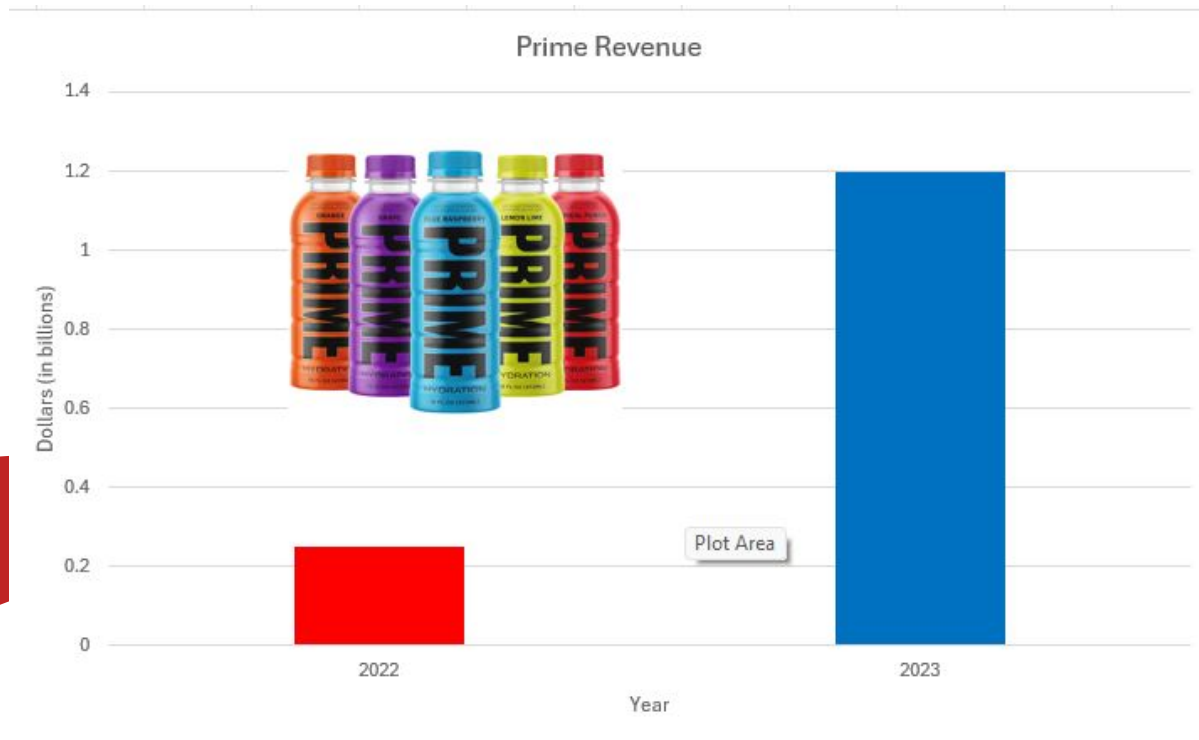
Depicts Athletes Influence on Consumers and Products



- Coke's share price fell from \$56.10 to \$55.22 "almost immediately" after Ronaldo's press conference
- **The market value of Coca-Cola dropped by \$4 billion**, from \$242 billion to \$238 billion.

# Sponsorship with Athletes and Sport Teams Drives Up Revenue

- Prime's strategic sponsorships with teams and athletes have contributed to their growth
- Demonstrating this, Prime's **revenue increased from \$200 million in 2022 to \$1.2 billion** in 2023





# Summary

**It is essential for Coke to keep up with new market trends regarding healthy products.**

Expanding the range of healthy products, partnering with health organizations, and sponsoring athletes to endorse healthy options taps into new markets, creating new revenue streams and generating additional wealth.



# Appendix

- [Coca-Cola Reports Fourth Quarter and Full Year 2020 Results :: The Coca-Cola Company \(KO\)](#)
- [Ronaldo's Coca Cola gesture followed by \\$4bn drop in company's market value - The Athletic](#)
- [Energy Drink Company Prime, Co-Founded By KSI, On Track To Hit Over \\$1.2B In Annual Sales In 2023 \(yahoo.com\)](#)
- [Health Drinks Market - Size, Share & Industry Trends \(mordorintelligence.com\)](#)
- [Is Coca-Cola Bad for You? 6 Side Effects of Drinking It \(eatthis.com\)](#)
- [Health Drink Market-Global Size, Share & Industry Trends | IMR \(introspectivemarketresearch.com\)](#)