

The Coca-Cola Co in Health and Wellness (World)

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Abstracts

The Coca-Cola Co's sales broadly grew with the overall HW market in 2016. Given the continuous slow performance of Diet Coke and Coca-Cola Zero the company launched Coca-Cola Zero Sugar, testing the offerings in a few markets. The company is moving towards a category cluster and has a clear strategy of how to develop and market premium and affordable brands in different markets. The forthcoming VEB overseas expansion will positively influence its small-scale acquisition and a diverse HW portfolio...

Euromonitor International's The Coca-Cola Co in Health and Wellness (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Health and Wellness industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning and Focus Categories by Key Functional Ingredients, Health and Wellness by Type, Health Wellness by Prime Positioning.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Health and Wellness market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Scope of the Report
Strategic Evaluation
Competitive Positioning
Sugar Reduction and Portion Control
Highlights of growth categories
Brand Strategy
Recommendations

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