

Industry Analysis Soft Drinks

We all witness, in advertising and on supermarket shelves, the fierce competition for our food dollars. In this engrossing exposé, Marion Nestle goes behind the scenes to reveal how the competition really works and how it affects our health. The abundance of food in the United States--enough calories to meet the needs of every man, woman, and child twice over--has a downside. Our over-efficient food industry must do everything possible to persuade people to eat more--more food, more often, and in larger portions--no matter what it does to waistlines or well-being. Like manufacturing cigarettes or building weapons, making food is big business. Food companies in 2000 generated nearly \$900 billion in sales. They have stakeholders to please, shareholders to satisfy, and government regulations to deal with. It is nevertheless shocking to learn precisely how food companies lobby officials, co-opt experts, and expand sales by marketing to children, members of minority groups, and people in developing countries. We learn that the food industry plays politics as well as or better than other industries, not least because so much of its activity takes place outside the public view. Editor of the 1988 Surgeon General's Report on Nutrition and Health, Nestle is uniquely qualified to lead us through the maze of food industry interests and influences. She vividly illustrates food politics in action: watered-down government dietary advice, schools pushing soft drinks, diet supplements promoted as if they were First Amendment rights. When it comes to the mass production and consumption of food, strategic decisions are driven by economics--not science, not common sense, and certainly not health. No wonder most of us are thoroughly confused about what to eat to stay healthy. An accessible and balanced account, *Food Politics* will forever change the way we respond to food industry marketing practices. By explaining how much the food industry influences government nutrition policies and how cleverly it links its interests to those of nutrition experts, this path-breaking book helps us understand more clearly than ever before what we eat and why.

Research Paper (undergraduate) from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, , language: English, abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world's biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don't do. This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.

The book provides the recent developments in value addition of coffee, tea, and soft drinks. The book also describes their chemistry, technology, and quality control with respect to raw materials as well as finished product, value-added

product development, and marketing strategies.

This three-volume work examines all facets of the modern U.S. food system, including the nation's most important food and agriculture laws, the political forces that shape modern food policy, and the food production trends that are directly impacting the lives of every American family. • Examines a breadth of contemporary food controversies and offers diverse viewpoints on them, placing these perspectives fairly into a broader historical context • Presents a multidisciplinary approach to the subject of food that highlights related issues in transportation, business, diet and nutrition, public health, the environment, and public policy • Includes primary documents that illuminate important laws, policies, and perspectives on the environmental, public health, and economic impact of food • Provides readers with the latest information about food controversies as well as extensive resources for further study on major food controversies

This comprehensive book presents key issues in the technology of the soft drinks industry. Employing a user-friendly format and writing style, the author draws on more than thirty-five years' hands-on experience in technical management in the soft drinks industry. The diverse subjects discussed focus on key scientific and technical issues encounter

Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."

International experts from world-renowned medical schools comprehensively review for practicing clinicians and scientists alike the latest understanding of the epidemiology, causation, and consequences of diabetes and obesity. The authors discuss in detail their diagnosis, clinical manifestations, complications, and best practices for diagnosis and treatment. They also review the history and epidemiology of these conditions, explain their genetics and pathophysiology, and illuminate their known mechanisms and interactions. State-of-the-art survey-chapters critique current approaches (lifestyle and pharmacological) to the treatment of these conditions.

The fourth edition of this acclaimed text is a rich resource for undergraduate and graduate courses in industrial organization, applied game theory, and management strategy. It incorporates game theory into industry analysis by studying the behavior of successful and failing firms as well as the structure-conduct-performance of particular industries. Chapters address a wide variety of issues concerning industry structure, policy towards business, and the strategic innovations and blunders of individual firms. New coverage of professional sports, soft drinks, distilled spirits, and cigarettes complements revised and updated chapters on airline services, retail and commercial banking, health insurance, motion pictures, and brewing. The book includes firm case studies of General Motors, Microsoft, Schlitz, and TiVo.

Research Paper from the year 2005 in the subject Economics - Industrial Economics, grade: 1,0, Wayne State University

(Department of Economics), course: Industrial Organization, 40 entries in the bibliography, language: English, abstract: PepsiCo, one of the world's largest beverage and food companies, is presently focused on widening its business in Europe through the subsidiary PepsiCo International. In 2004, international sales accounted for \$ 9,949 million - that is about one third of its group revenues. [Clark (European takeover targets), p. 31.] Recently, the company has negotiated and realized several acquisitions in Europe. In May 2005, PepsiCo bought the leading German juice maker Punica Getraenke. [Mercer (Europe's juice sector), p. 1.] In November 2005, it has reached agreement on the principal terms and conditions for the purchase of Sara Lee Corporation's European nuts business in the Netherlands, Belgium and France. [PepsiCo International (Sara Lee Nuts Business), p. 1.] With these investments, PepsiCo is driving an international expansion strategy. It aims growth outside the United States (U.S.) by adding local products to their global brands, until its traditional carbonated soft drink portfolio suffers from slower growth, and even some decline. [Mercer (Europe's juice sector), p. 1.] Using this situation as a background, it is interesting to analyze the market of PepsiCo. Who are the global competitors? What structure has the market, as the firm is seeking for growth? The goals of this research are to deduct the market of PepsiCo and to measure its structure by using significant ratios. First, PepsiCo will be briefly described and the contrast of a global and local view of the market will be compared. Afterwards the competitors of the firm will be named. The market will be split into the non-alcoholic beverage sector and the convenient food sector. Finally, the structure of these sectors will be measured by the concentration ratio and Hirschmann-Herfi

This study illustrates the use of ACNielsen Homescan Panel (HSD) in three separate demand analyses of dairy products: (1) the effect of using cross-sectional data in a New Empirical Industrial Organization (NEIO) study of ice cream firm mergers in San Antonio; (2) the estimation of hedonic price models for fluid milk by quart, half-gallon and gallon container sizes; (3) the estimation of a demand system including white milk, flavored milk, carbonated soft drinks, bottled water, and fruit juice by various container sizes. In the NEIO study a standard LA/AIDS demand system was used to estimate elasticities evaluating seven simulated mergers of ice cream manufactures in San Antonio in 1999. Unlike previously published NEIO work, it is the first to use cross-sectional data to address the issue associated with inventory effects. Using the method developed by Capps, Church and Love, none of the simulated price effects associated with the mergers was statistically different from zero at the 5% confidence level. In 1995 Nerlove proposed a quantity-dependent hedonic model as a viable alternative to the conventional price-dependent hedonic model as a means to ascertain consumer willingness to pay for the characteristics of a given good. We revisited Nerlove's work validating his model using transactional data indigenous to the HSD. Hedonic models, both price-dependent and quantity-dependent, were estimated for the characteristics of fat content, container type, and brand designation for the container sizes of gallon,

half-gallon, and quart. A rigorous explanation of the interpretation between the estimates derived from the two hedonic models was discussed. Using the Almost Ideal Demand System (AIDS), a matrix of own-price, crossprice, and expenditure elasticities was estimated involving various container sizes of white milk, flavored milk, carbonated soft drinks, bottled water, and fruit juices, using a cross-section of the 1999 HSD. We described price imputations and the handling of censored observations to develop the respective elasticities. These elasticities provided information about intra-product relationships (same product but different sizes), intrasize relationships (different products same container size), and inter-product relationships (different products and different sizes). This container size issue is unique in the extant literature associated with non-alcoholic beverage industry.

Trends in Nonalcoholic Beverages covers the most recent advances, production issues and nutritional and other effects of different nonalcoholic beverages, such as carbonated beverages, cereal-based beverages, energy drinks, fruit punches, non-dairy milk products, nonalcoholic beer, ready-to-drink products (e.g. tea, coffee), smoothies, sparkling and reduced water beverages. In addition, it covers relevant issues, such as traditional non-alcoholic beverages, labeling and safety issues during production, as well as the intake of functional compounds in particular applications. This is an essential resource for food scientists, technologists, engineers, nutritionists and chemists as well as professionals working in the food/beverage industry. Provides nutrient profiles and the effects of non-alcoholic beverages Presents the relevance of the HACCP system for the non-alcoholic beverage industry Covers a broad range of different non-alcoholic beverages that exist in the market and their characteristics with regard to personalized nutrition

This book is about strategic thinking in Hispanic marketing. The size and economic importance of the Hispanic market in the US are attracting enormous attention. The buying power of the US Hispanic market is now larger than the GDP of the entire country of Mexico, and it is the second largest Hispanic market in the world. Businesses and institutions have launched major initiatives to reach this important segment. Yet, the number of qualified individuals who understand the market is small; and many of those already catering to the market still struggle to learn about its intricacies. This book is a cultural approach to Hispanic marketing. Each of the chapters describes and explains the cultural principles of Latino marketing. Recent case studies help marketers relate to the material pragmatically. The book integrates concepts and practical examples and provides critical guidance to discern between alternative courses of action. This book is not about repeating well-known statistics, but about the Hispanic market as a cultural target. It takes a profound look at the values, beliefs, and emotions of US Hispanics, which impact consumer behaviour. Each of the chapters has been the subject of public presentations and lectures to marketing professionals. It is their positive reactions as well as the authors' dedication to Hispanic consumers which motivated this book. Chapter 1: The Role of Culture in Cross-Cultural Marketing

Chapter 2: Characteristics of the Hispanic Market Chapter 3: What Makes Hispanics “Hispanic” Chapter 4: The Role of Language in Hispanic Marketing Chapter 5: The Processes of Enculturation, Acculturation, and Assimilation Chapter 6: Cultural Dimensions and Archetypes Chapter 7: Culturally Informed Strategy Based on Grounded Research Chapter 8: US. Hispanic Media Environment and Strategy Chapter 9: The Evolution of Hispanic Marketing Chapter 10: The Future

Engineering Tools in the Beverage Industry, Volume Three in The Science of Beverages series, is an invaluable resource for anyone in the beverages field who is involved with quality assurance, lab analysis, and the safety of beverage products. The book offers updates on the latest techniques and applications, including extraction, biochemical isotope analysis, metabolomics, microfiltration, and encapsulation. Users will find this book to be an excellent resource for industrial research in an ever-changing field. Provides practical tools and techniques for research and development in beverages. Offers analysis strategies for beverage quality evaluation. Presents analytical methods for ingredient authenticity.

Bachelor Thesis from the year 2016 in the subject Business economics - Company formation, Business Plans, grade: 1,4, University of the Americas Puebla, language: English, abstract: Through the development of this business plan, the feasibility of launching a new carbonated soft drink on the Mexican market was analyzed. The analysis showed that there exists a huge potential for healthier beverages, especially in the upper classes as they are already more conscious of the importance of healthier nutrition. The company's beverage containing malt, hops and yeast not only looks like a healthy alternative but it also really offers a nutritive refreshment full of vitamins, which can perfectly respond to the upcoming market demand and at the same time distinguish itself perfectly from indirect competitors. At the moment of launch, the company will not have any direct competitor. Studies showed that 77% of health product purchases are functional; Maltural fits flawlessly in this product segment as it not only offers nutrition but also vegetable proteins, minerals like calcium and iron and various B vitamins.

Using Scanner Data for Food Policy Research is a practitioners' guide to using and interpreting scanner data obtained from stores and households in policy research. It provides practical advice for using the data and interpreting their results. It helps the reader address key methodological issues such as aggregation, constructing price indices, and matching the data to nutrient values. It demonstrates some of the key econometric and statistical applications of the data, including estimating demand systems for policy simulation, analyzing effects of food access on food choices, and conducting cost-benefit analysis of food policies. This guide is intended for early-career researchers, particularly those working with scanner data in agricultural and food economics, nutrition, and public health contexts. Describe different types of scanner data, the types of information available in the data, and the vendors that offer these data Describe food-

label data that can be appended to scanner data Identify key questions that researchers should consider when acquiring scanner and label data for food policy research Demonstrate how to use scanner data using tools from econometric and statistical analyses, including the limitations in interpreting results using the data Describe and resolve key methodological issues related to using the data to facilitate more rapid analyses Provide an overview of published literature as background for designing new studies Demonstrate key applications of the data for food policy research This guideline provides updated global, evidence-informed recommendations on the intake of free sugars to reduce the risk of NCDs in adults and children, with a particular focus on the prevention and control of unhealthy weight gain and dental caries. The recommendations in this guideline can be used by policy-makers and programme managers to assess current intake levels of free sugars in their countries relative to a benchmark. They can also be used to develop measures to decrease intake of free sugars, where necessary, through a range of public health interventions. Examples of such interventions and measures that are already being implemented by countries include food and nutrition labelling, consumer education, regulation of marketing of food and non-alcoholic beverages that are high in free sugars, and fiscal policies targeting foods and beverages that are high in free sugars. This guideline should be used in conjunction with other nutrient guidelines and dietary goals, in particular those related to fats and fatty acids (including saturated fatty acids and trans-fatty acids), to guide development of effective public health nutrition policies and programmes to promote a healthy diet.

Covering every aspect of China's soft drinks market and industry, this report provides statistics and analysis. Expert commentary throughout explains and expands the statistical data. The report examines everything from consumer trends to retailing patterns, and covers all of China's major soft drinks. It is designed to allow the user to: identify market opportunities; monitor consumer and industry trends; assess competitor activity; save time on vital information gathering; plan and evaluate marketing strategies; and identify possible joint ventures. Product covered are mineral water, fruit and vegetable juices, carbonated drinks, health drinks, tea drinks and yoghurt and milk drinks.

The market for carbonated beverages has grown dramatically over recent years in most countries, and this growth has required changes in the way factories are run. Like other food products, soft drinks are required to be produced under stringent hygiene conditions. Filling technology has progressed rapidly to meet the needs of manufacturers and consumers alike. Packaging choices have changed and there have been improvements in closure design. This book provides an overview of carbonated soft drinks production in the early part of the twenty first century, presenting the latest information on carbonation and filling methods. There are also chapters on bottle design, can making, general packaging considerations, production and distribution. A final chapter deals with quality assurance, and environmental and

legislative issues. Detailed references provide opportunity for further reading in more specialised areas. The book is aimed at graduates in food science, chemistry, microbiology and engineering who are considering a career in the soft drinks industry, as well as technical staff already employed within the industry and associated suppliers.

Sodas are astonishing products. Little more than flavored sugar-water, these drinks cost practically nothing to produce or buy, yet have turned their makers--principally Coca-Cola and PepsiCo--into a multibillion-dollar industry with global recognition, distribution, and political power. Billed as "refreshing," "tasty," "crisp," and "the real thing," sodas also happen to be so well established to contribute to poor dental hygiene, higher calorie intake, obesity, and type-2 diabetes that the first line of defense against any of these conditions is to simply stop drinking them. Habitually drinking large volumes of soda not only harms individual health, but also burdens societies with runaway healthcare costs. So how did products containing absurdly inexpensive ingredients become multibillion dollar industries and international brand icons, while also having a devastating impact on public health? In *Soda Politics*, the 2016 James Beard Award for Writing & Literature Winner, Dr. Marion Nestle answers this question by detailing all of the ways that the soft drink industry works overtime to make drinking soda as common and accepted as drinking water, for adults and children. Dr. Nestle, a renowned food and nutrition policy expert and public health advocate, shows how sodas are principally miracles of advertising; Coca-Cola and PepsiCo spend billions of dollars each year to promote their sale to children, minorities, and low-income populations, in developing as well as industrialized nations. And once they have stimulated that demand, they leave no stone unturned to protect profits. That includes lobbying to prevent any measures that would discourage soda sales, strategically donating money to health organizations and researchers who can make the science about sodas appear confusing, and engaging in Corporate Social Responsibility (CSR) activities to create goodwill and silence critics. *Soda Politics* follows the money trail wherever it leads, revealing how hard Big Soda works to sell as much of their products as possible to an increasingly obese world. But *Soda Politics* does more than just diagnose a problem--it encourages readers to help find solutions. From Berkeley to Mexico City and beyond, advocates are successfully countering the relentless marketing, promotion, and political protection of sugary drinks. And their actions are having an impact--for all of the hardball and softball tactics the soft drink industry employs to maintain the status quo, soda consumption has been flat or falling for years. Health advocacy campaigns are now the single greatest threat to soda companies' profits. *Soda Politics* provides readers with the tools they need to keep up pressure on Big Soda in order to build healthier and more sustainable food systems.

FINANCIAL REPORTING, FINANCIAL STATEMENT ANALYSIS, AND VALUATION, 8E is written with the premise that students can learn financial statement analysis most effectively by performing the analysis on real-world companies. Wahlen/Baginski/Bradshaw's textbook will teach students how to integrate the concepts from economics, finance, business strategy, accounting, and other business disciplines through a unique six-step process. New to this edition, chapters now include quick checks after each section so that students can be sure that they have obtained the key insights after reading each section. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Culinary Nutrition: The Science and Practice of Healthy Cooking is the first textbook specifically written to bridge the relationship between food science, nutrition and culinology as well as consumer choices for diet, health and enjoyment. The book uses a comprehensive format with real-life applications, recipes and color photographs of finished dishes to emphasize the necessity of sustainably deliverable, health-beneficial and taste-desirable products. With pedagogical elements to enhance and reinforce learning opportunities, this book explores what

foods involve the optimum nutritional value for dietary needs, including specific dietary requirements and how foods are produced. It also considers alternative production methods, along with the impact of preparation on both the nutritional value of a food and its consumer acceptability. Other discussions focus on the basics of proteins, carbohydrates, and lipids, issues of diet and disease such as weight management, and food production and preparation. Laboratory-type, in-class activities are presented using limited materials and applications of complex concepts in real-life situations. This book will be a valuable resource for undergraduate students in culinary nutrition, nutrition science, food science and nutrition, and culinary arts courses. It will also appeal to professional chefs and food scientists as well as research chefs in product development. Gourmand World Cookbook Awards 2014: USA, Best Author or Chef for Professionals, Gourmand International Global Food Industry Awards 2014: Special Mention in Communicating Science-Related Knowledge to Consumers Aimed at Improving their Lifestyle, International Union of Food Science and Technology (IUFoST) Explores the connections among the technical sciences of nutrition, food science and the culinary arts as well as consumer choices for diet, health and enjoyment Presents laboratory-type, in-class activities using limited materials and real-life applications of complex concepts Includes photographs and recipes to enhance learning experience

The Cola Wars have long fascinated students of American business. Until 30 years ago, Coca-Cola clearly dominated the carbonated soft-drink industry, but with Pepsi-Cola's challenge in the 1960s, the market environment became fiercely competitive. Rivalry was well publicized and intense. Now recognized as two of the premier marketing companies in the world, Coke and Pepsi created and implemented management strategies to deal aggressively, not reactively, with the competition between them. How they have changed their product and marketing strategies, and altered their corporate structures to reflect them, is explored here in detail. More than a case study, this book will be a valuable how-to for corporate management in other highly competitive arenas and an informative inside look for their marketing and sales teams.

Lévêque recounts twenty revealing tales of real-life rivalry between firms across diverse industries, including wine, skiing, opera, video games and cruise liners. These entertaining and insightful narratives are informed by recent advances in economics, factoring in the many forces driving competition, including globalization and innovation. Divided into four sections, the book covers competition and the market; competition and variety; competition through innovation; and competition and equality. Read together, these stories also serve as building blocks to address the issue of whether competition between firms has entered a new era of increased intensity. This book will appeal to anyone, from company executives to consumers, who are interested in the economics of contemporary industry and want to incorporate a grasp of competition into their everyday decision-making. This book can also be used as a supplementary text in courses in microeconomics, business economics and industrial organisation.

Quality Control in the Beverage Industry, volume 17, in the Science of Beverages series, presents a detailed account of the most common aspects and challenges relating to quality control. It covers the latest global trends in how to improve beverages using assessment tools, authenticity approaches and novel quality control technologies. The book presents a great, hands on approach for anyone who needs to understand the big picture regarding analytical methods. Topics covered include safety, the economic impacts of contamination, and detection techniques. Provides tools to assess and measure sulfites in beverages using different instrumental techniques Presents the application of nanotechnology for the improvement of beverages, including taste, structure and overall quality Includes analytical procedures for measuring and controlling quality

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Soft drinks and fruit juices are produced in almost every country in the world and their availability is remarkable. From the largest cities to some of the remotest villages, soft drinks are available in a variety of flavours and packaging. The market for these products continues to show a remarkable potential for growth. The variety of products and packaging types continues to expand, and among the more significant developments in recent years has been the increase in diet drinks of very high quality, many of which are based on spring or natural mineral water. This book provides an overview of the chemistry and technology of soft drinks and fruit juices. The original edition has been completely revised and extended, with new chapters on Trends in Beverage Markets, Fruit and Juice Processing, Carbohydrate and Intense Sweeteners, Non-Carbonated Beverages, Carbonated Beverages, and Functional Drinks containing Herbal Extracts. It is directed at graduates in food science, chemistry or microbiology entering production, quality control, new product development or marketing in the beverage industry or in companies supplying ingredients or packaging materials to the beverage industry.

Credit is essential in the modern world and creates wealth, provided it is used wisely. The Global Credit Crisis during 2008/2009 has shown that sound understanding of underlying credit risk is crucial. If credit freezes, almost every activity in the economy is affected. The best way to utilize credit and get results is to understand credit risk. *Advanced Credit Risk Analysis and Management* helps the reader to understand the various nuances of credit risk. It discusses various techniques to measure, analyze and manage credit risk for both lenders and borrowers. The book begins by defining what credit is and its advantages and disadvantages, the causes of credit risk, a brief historical overview of credit risk analysis and the strategic importance of credit risk in institutions that rely on claims or debtors. The book then details various techniques to study the entity level credit risks, including portfolio level credit risks. Authored by a credit expert with two decades of experience in corporate finance and corporate credit risk, the book discusses the macroeconomic, industry and financial analysis for the study of credit risk. It covers credit risk grading and explains concepts including PD, EAD and LGD. It also highlights the distinction with equity risks and touches on credit risk pricing and the importance of credit risk in Basel Accords I, II and III. The two most common credit risks, project finance credit risk and working capital credit risk, are covered in detail with illustrations. The role of diversification and credit derivatives in credit portfolio management is considered. It also reflects on how the credit crisis develops in an economy by referring to the bubble formation. The book links with the 2008/2009 credit crisis and carries out an interesting discussion on how the credit crisis may have been avoided by following the fundamentals or principles of credit risk analysis and management. The book is essential for both lenders and borrowers. Containing case studies adapted from real life examples and exercises, this important text is practical, topical and challenging. It is useful for a wide spectrum of academics and practitioners in credit risk and anyone interested in commercial and corporate credit and related products.

Soft drinks and fruit juices are produced in almost every country in the world and their availability is remarkable. From the largest cities to some of the remotest villages, soft drinks are available in a variety of flavours and packaging. Over the last decade, soft drinks and fruit juices have been the subject of criticism by the health community and there is considerable pressure on beverage manufacturers to reduce, or even remove, the sugar content of these products. *Chemistry and Technology of Soft Drinks and Fruit Juices, Third Edition* provides an overview of the chemistry and technology of soft drinks and fruit juices, covering ingredients, processing, microbiology, traceability and packaging as well as global market trends. This fully revised edition now includes chapters on topics that have become prominent in the industry since publication of the previous edition namely: water use and treatment, and microbiology technologies. The book is directed at graduates in food science, chemistry or microbiology entering production, quality control, new product development or marketing in the beverage industry or in

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companies supplying ingredients or packaging materials to the beverage industry.

No matter how superior your competitors may be, no matter how substantial their resources, the ability to think strategically is the essential resource for business success

Scholarly Research Paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, - (University of International Studies, Ramkhamhaeng, Bangkok), language: English, comment: A profound paper about Coca Cola's Marketing Strategy. It was a final paper for two combined Marketing courses taught by a German professor (Wiesbaden Business School), abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world's biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don't do. This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.

Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Essen, language: English, abstract: PepsiCo is a global consumption goods company with a focus on beverages and "junk" food. The total revenue in 2013 underlines its global significance. Compared to Coca-Cola Company, PepsiCo is stronger in North America and around the globe, but that is a direct result of PepsiCo's diversified portfolio. When it comes to brand value and numbers of sold cola beverages, Coca-Cola Co has a unique market share. Especially on the cola-market, both companies are the most successful competitors worldwide. Pepsi-Cola has a very long history, but had only been a domestic product in the United States until the late 1940s. Therefore, Coca-Cola has an advantage regard-ing international distribution. In Germany, Pepsi-Cola entered the market almost 30 years after Coca-Cola. Nonetheless, Pepsi proved to be strong opponent by initiat-ing clever marketing campaigns. After the so-called "Pepsi-Challenge" in the 1970s PepsiCo could succeed temporarily in winning the consumers' hearts. However, the German market for cola products is much more competitive behind Coca-Cola than the US-market. Traditionally, Coca-Cola is the main producer of cola in Germany followed by local products from dicount markets. Next to the big international players, the German beverage industry is very diversified and oriented locally. Pepsi-Cola is available in nearly every German supermarket. It is also very present due to PepsiCo's strong focus on advertising and sponsorship. But among German consumers Coca-Cola still maintains its pole position supported by a dominant brand image. This turns out to be one of the most obvious threat to Pepsi-Cola's market position. Additionally, Pepsi-Cola's image as a cheap cola drink is firmned, because of PepsiCo's focus on distribution through discount markets. The development on the German beverage market shows the importance of sustainable packaging and ingredients. Therefore, Pepsi-Cola has to rely on its niche position in order to offer an alternative meeting consumers' requirements in the future.

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