

## **SWOT Analysis: The Coca-Cola Company**

### **Strengths**

- **Perfect Global Brand Recognition and Distribution Network:** Nowadays, Coca-Cola is a cultural icon. It's more than just a brand. Its logo, bottle and brand equity are among the most recognized in the world (Kocer, 2021). This strength guarantees widespread shelf space, offers extremely competitive insulation and permits premium pricing. For its competitors, this worldwide presence is a really difficult barrier to entry.
- **Unique Marketing and Storytelling Approach:** Coca-Cola has a lot of previous examples of emotionally resonant marketing campaigns. From "Hilltop" to "Holidays are Coming," Coca-Cola has a powerful tool to shape culture and build deep connections with consumers (Clark, 2024; Zeitchik, 2025). Then, by using this trusted and beloved narrative framework, the brand can easily launch new products or variations like a CBD-infused version.

### **Weaknesses**

- **High Dependence on Sugar-Sweetened Beverages for Revenue:** Although the company has a lot of different products, most of them are still viewed as products that will lead to health concerns like obesity and diabetes (Flynn & Okuonzi, 2016). And the company's revenue and profit still rely on those products (Pereira, 2024). This weakness makes the brand difficult to survive under the changing consumer preferences, sugar taxes and potential regulations. Those factors can directly impact the brand's core financial engine and brand reputation.
- **Plastic Packaging Impacting the Environment Negatively:** Coca-Cola is one of the world's largest producers of plastic bottles (Habeshian, 2024). It often faces scrutiny over plastic pollution (Spolarich & Baxter, 2025). This weakness goes against the increasing needs for sustainability from consumers and regulations. It will create reputational damage and activist pressure. Also, it will lead to the financial burden of investing in costly circular economy solutions.

### **Opportunities**

- **Consumers' Preference Towards Health and Wellness:** Consumers nowadays are actively looking for low-sugar, no-sugar and functional beverages (MetaBrand Team, 2025). Coca-Cola can use its massive R&D budget, manufacturing scale and distribution power to develop products in these high-growth categories. New products like enhanced water, probiotic drinks, and CBD-infused beverages not only align with Coca-Cola's capabilities but also with consumers' preferences.
- **Increasing Trends of Direct-to-Consumer Engagement:** In today's retail environment, e-commerce and data analytics are rising. Coca-Cola can use its brand strength to build direct relationships with consumers through subscription services, personalized marketing, and digital platforms. This reduces reliance on retailers and provides invaluable first-hand data to guide innovation in the future.
- **Growing Attention to Mental Well-being and Mindfulness:** There is a rising cultural focus on mental health, stress reduction, and mindful consumption (Meyer, 2024). Coca-Cola can take this opportunity to give products like a CBD-infused cola a new position. Such kind of products can not just be seen as refreshments, but as facilitators of mindful moments and mental resets. This will tap into a powerful new consumption occasion.

## **Threats**

- **Intensifying Regulatory Pressure and Sugar Taxes:** Governments worldwide are implementing taxes on sugary drinks. This will decrease profit margins. Also, it will lead to lower consumption in key markets and force costly recipe reformulations (Proulx, 2024). And all these changes will negatively impact Coca-Cola's core business model.
- **Increasing Competition in the Healthy Beverage Space:** The market is being broken up by a lot of small, niche, and digitally-native brands. Competitors like Olipop and Poppi often have "clean-label" credibility and can innovate faster (Arthur, 2025). And this will threaten Coca-Cola's market share from the bottom up.

## Strategic Insights

- “Recycle & Refresh” Sustainability & Transparency Campaign
  - This initiative is designed to directly decrease the reputational and operational weakness of plastic packaging’s impact. It addresses the potential threat of environmental activism. This weakness has the chance to be turned into a strength. Since the company has the strength in marketing, Coca-Cola can communicate its progress authentically. Its scale can be seen as a force for implementing circular economy solutions at a global level.
  - Tactical Actions:
    - Install “Recycle & Refresh” reverse vending machines in high-traffic urban areas and universities: A small discount or donation is offered to a local park for every bottle returned.
    - Launch a digital “Follow Your Bottle” campaign using QR codes on packs: Consumers can see the recycled content and the company's progress towards its sustainability goals.
  - Success Metrics:
    - Increase the use of recycled plastic in packaging to 75% globally by 2030.
    - Improve public perception scores on “environmental responsibility” by 15 percentage points within 3 years.
    - Collect and recycle 1 billion additional bottles annually through the “Recycle & Refresh” program by 2028.
- “The Mindful Moment” Portfolio Expansion
  - This initiative addresses the opportunity presented by the growing demand for mental well-being. Also, by launching a new category of functional beverages, Coca-Cola can still win a place in the healthy beverage space. It will also no longer be perceived as a brand disconnected from modern wellness trends. Its reliance on traditional sugar-

sweetened beverages can be reduced. The brand can focus more on mental respite and mindful consumption.

- Tactical Actions:

- Launch an annual “The Pause Project” pop-up experience in key cities:  
Immersive chill-out zones will be offered in cities like London, Tokyo, and New York. People will experience mindfulness sessions and have the sampling of products like CBD-infused Coca-Cola.
- Partner with influencers known for advocacy around mental well-being: Authors, philosophers, and artists like Lizzo or Jay Shetty will be invited to create content on managing modern stress.

- Success Metrics:

- Generate over 500 million social media impressions for “The Pause Project” in its first year.
- Achieve a 7% market share in the functional beverage segment for CBD-infused Coca-Cola within 24 months of launch.
- Increase brand relevance scores among Gen Z and Millennials by 12% within 18 months.

- The “Coke-Pass” Data-Driven Consumer Ecosystem

- This initiative meets the opportunity of digital transformation. While Coca-Cola has a distribution strength, it lacks a direct channel to its end consumers. This is a weakness in the modern economy. However, Coca-Cola can utilize its strength in brand loyalty to build a data-rich online community. Then, there will be a shift from a transactional relationship to an owned, interactive community. This allows for personalized engagement and provides first-party data to guide all future innovation and marketing.
- Tactical Actions:

- Develop a dedicated “Coke Pass” mobile app and loyalty program: People can get rewards for purchases, engagement with sustainability initiatives and attendance at branded events.
- Gather zero-party data through the online platform: Consumers are invited to complete preference surveys for the brand’s future personalized marketing. The brand can also gain real-time feedback on new products and create hyper-targeted segments for future campaigns.
- Success Metrics:
  - Acquire 25 million active users on the “Coke Pass” platform within the first two years.
  - Increase customer lifetime value of platform members by 20% compared to non-members.
  - Reduce cost-per-acquisition for new products by 15% through more efficient, data-driven targeting.