



Coca-Cola Co, The in Soft Drinks

July 2025

Table of Contents

INTRODUCTION

Executive summary

STATE OF PLAY

Top companies at a glance

The Coca-Cola Co's global footprint

Carbonates still dominate Coca-Cola's sales

Market momentum driving Coca-Cola's growth

Coca-Cola continues to expand its alcoholic drinks portfolio

Health attributes on the rise across the Coca-Cola drinks range

Recycling: Aluminium cans/lightweight PET bottles

EXPOSURE TO FUTURE GROWTH

Latin America expected to be a major generator of new sales for Coca-Cola

Striking a balance between developed market pricing and emerging market volume

Leading players entrenched in their top 10 positions

Coca-Cola and Adobe team up on Project Fizzion

AI-designed Y3000 Coca-Cola Zero Sugar

COMPETITIVE POSITIONING

Coca-Cola and PepsiCo losing share

PepsiCo and private label the main competitors for Coca-Cola

Sprite + Tea latest launch on Sprite's new product conveyor belt

Sprite Squad offers fans exclusive experiences and giveaways

Coca-Cola Orange Cream and Coca-Cola Zero Sugar Orange Cream

Simply Pop adds prebiotic sodas to The Coca-Cola Co line-up

Key categories and markets

Key brands

CARBONATES

Latin America is Coca-Cola's leading region for carbonates sales

Reduced-sugar carbonates popular in the UK

Latin America will dominate new sales

Coca-Cola teams up with Oreo for new drink and cookie products

JUICE

Coca-Cola is the number one juice player globally

100% juice leads sales in developed markets like the US and the UK

Major potential seen for juice in India

Minute Maid Spiked line expanded with vodka-based products

BOTTLED WATER

North America is Coca-Cola's biggest region for bottled water sales

Functional bottled water popular in the US and the UK

Further growth expected for Coca-Cola's Kinley brand in India

SPORTS DRINKS

Brand refresh for Bodyarmor

New launch Flash IV – offering “rapid rehydration” – comes in RTD and powder format

The US will remain Coca-Cola's biggest sports drinks market

RTD TEA

Asia Pacific the main region for Coca-Cola in RTD tea

Still RTD dominates Coca-Cola's sales

Turkey offers potential for RTD tea

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/coca-cola-co-the-in-soft-drinks/report.