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MASTER OF BUSINESS ADMINISTRATION

Marketing Management | Module Code: LCMB7024

Assessment 2 - Marketing Expansion Plan: Coca-Cola

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Coca-Cola Herbal+

Refreshing Wellness, Powered by Nature

Backed by Coca-Cola



Plant-Based Functional Beverages

- Low/Zero Sugar
- Natural Ingredients
- Functional Benefits
- Sustainable Choice
- Great Taste

Brand Extension

Coca-Cola Herbal+ is a strategic brand extension that leverages the trust and legacy of Coca Cola enter the fast growing market for functional, plant-based beverages.

- Expand into wellness category
- diversify provost portfolio
- Meet evolving consumer needs
- Strengthen future relevance

Current Market and Industry Trends

- The global functional beverage market is growing rapidly.
- Consumers prefer healthier and naturally sourced products.
- Demand is increasing for beverages supporting energy, immunity, hydration, and stress relief.

Marketing Insights

The Global Functional Beverage Market will grow $315.89 billion by 2033, from $164.68B in 2025 (Grand View Research, 2023)

59% of consumers looking for healthier alternatives with functional benefits (Market Report, 2023)

Gen Z prefer sustainable and ethical brands (Mintel, 2023)

Introduction of the Company

The Coca-Cola Company is a global leader in beverages, refreshing consumers in 200+ countries. With a commitment to innovation and sustainability, Coca-Cola continues to evolve with changing consumer lifestyles and preferences. (Mintel, 2023).

BRAND EXTENSION + SUSTAINABILITY

100% RECYCLABLE ALUMINIUM CANS

Designed for a circular future (Can Manufacturers Institute (CMI))

SUSTAINABLY SOURCED HERBS

Partnering with certified farms & responsible agriculture.

REDUCED CARBON FOOTPRINT

Energy-efficient production & logistics.

LOW / ZERO SUGAR FORMULATIONS

Healthier choice without compromise. (WHO, 2015)

SUPPORTING LOCAL COMMUNITIES

Empowering farmers & communities. (The Coca-Cola, Good for You)

Conclusion

Coca-Cola Herbal+ is more than a drink; it's a commitment to wellness and sustainability (Mintel, 2023). Better future. By combining the power of herbs with Coca-Cola's trust, we are refreshing the world, the healthy way (The Coca-Cola Company, Coca-Cola's sustainability)

Good for You. Good for the Planet. Backed by Coca-Cola

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FOR YOU | FOR THE PLANET | FOR A BETTER FUTURE | DRINK WELL. LIVE WELL. LEAD WELL...