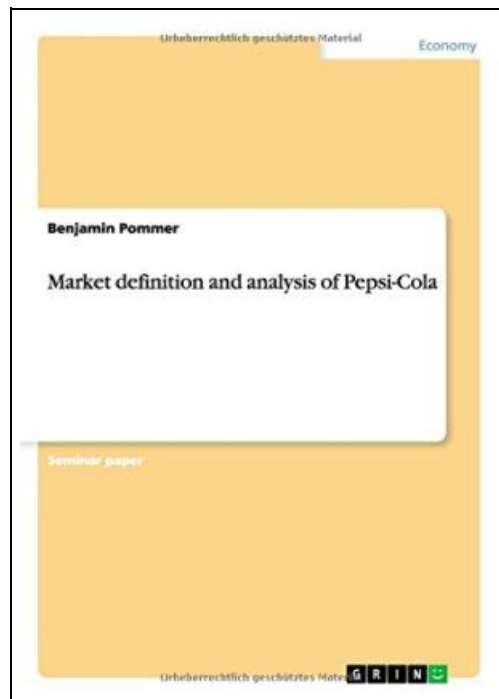


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GRIN Publishing, 2014. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, 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 regarding international distribution. In Germany, Pepsi-Cola entered the market almost 30 years after Coca-Cola. Nonetheless, Pepsi proved to be strong opponent by initiating 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 discount 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...



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