



No 1: Coca-Cola

RANK	1 st
RANKING CHANGE SINCE 2014	No change
FMCG CATEGORY	Soft Drinks
BRAND SALES	USD35-45 billion



Coca-Cola is the world's largest FMCG brand by far. It would take combining the sales of the second, third and fourth largest FMCG brands to equal Coca-Cola's. Sales in Eastern Europe alone would make it a top 100 brand, despite this being Coca-Cola's fifth most important region.

Latin America is Coca-Cola's largest market, with 40% of sales stemming from the region. Sales in Western Europe, Asia Pacific and North America were all similar in 2017, at approximately USD6 billion.

Despite its success, Coca-Cola faces significant challenges. In recent years it has been adapting to changing consumer priorities and legislative action regarding the amount of sugar in diets in some markets. 2014's sugar tax in Mexico, its largest market, had a significant impact. Sales in Latin America have fallen by more than a fifth since then.

The company is responding by reforming itself as a "total beverage company", placing greater emphasis on tea, coffee, juice, plant-based beverages and bottled water. Its acquisition of Costa Coffee in the UK positions it in the growing coffee foodservice space. The shift likely means greater development of and emphasis on reduced and zero-sugar carbonates.