



Strengths

- Global Brand Recognition
- Rich Heritage
- Diverse Product Portfolio
- Extensive Distribution Network

Weaknesses

- Reliance on Carbonated Beverages
- Organizational Complexity
- Environmental Concerns

Opportunities

- Health-Conscious Products
- Emerging Markets
- Strategic Alliances

Threats

- Intense Competition
- Health and Wellness Trend
- Economic and Geopolitical Factors

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