

# SWOT Analysis



## Strengths

- Established and distinctive brand recognition in the energy drink market
- Coca-Cola as a large stakeholder and distribution partner. Very good performance in the stock market
- Strong marketing budget that allows for impactful promotional strategies
- Existing relationships with trendy musicians and athletes who resonate with the target audience

## Opportunities

- Increasing consumer interest in eco-friendly products and brands that have a corporate sustainability responsibility
- The rising popularity of events and initiatives focused on climate action among Gen Z
- The rise of experiential marketing and partnerships

## Weaknesses

- Limited reach because Monster Energy focuses heavily on people who follow extreme sports
- Only one gender monopoly. The packaging and marketing strongly appeal to men
- A common unique selling point to similar brands like Red Bull

## Threats

- Growing competition in the energy drink market
- Negative public perception regarding the environmental impact of energy drink production and packaging
- Regulatory changes regarding energy drinks and health claims
- Economic downturns that reduce consumer spending on premium-priced drinks