Coke and Pepsi Wars

**Thesis Statement:** This article is an analysis of the economics of the soft drinks industry, effects of coke’s and Pepsi’s competition to the sector and its profitability as well as the strategies of coping with the products’ consumers behavior.

* Economics and Industry Structure of the Soft Drinks Industry
* Bottling Segment:
* Concentrate Segment:
* Effects of Coke’s and Pepsi’s Competition to the Soft Drinks Industry and its Profitability
* Countering Consumer Behavior in the Soft Drinks Industry