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The Coca-Cola Company (Global)

Competitor Signals · October 2026

A Competitor watch on The Coca-Cola Company, read for a mid-size food and beverage manufacturer that competes with its brands on shelf and bids for co-manufacturing work: functional reformulation of its flagship sodas, new functional formats, the bottler system's capacity build-out and the state SNAP restrictions that change soda demand. Four signals from one cycle.

#	SIGNAL	CONFIDENCE	HORIZON	STATUS
1	Coca-Cola is piloting 6 grams of prebiotic fiber in Coke Zero Sugar, Sprite Zero Sugar and Fresca, moving fiber from a specialty brand into its flagship sodas	Medium	Immediate (0-3 months)	Verified
2	BODYARMOR FIT puts electrolytes, caffeine, choline and green tea extract in a sparkling can nationally, setting a new reference for carbonated functional drinks	Medium	Short-term (3-12 months)	Verified
3	Coca-Cola and its bottlers are adding US lines and plants under a \$10 billion build-out, including mini cans in San Antonio, narrowing the work they need from outside manufacturers	High	Short-term (3-12 months)	Verified
4	Five more states stop SNAP purchases of sugary drinks on November 1, and early data show SNAP households cutting soda, energy and sports drink spending	High	Immediate (0-3 months)	Verified

Every signal rests on two or more dated events. Confidence is published as a band. Where a signal sits below High, the reasoning names the evidence that is missing. Status says where the evidence stands: Verified, Review, or Inconclusive — we looked, and the evidence does not yet support a firmer call.

SIGNAL 1 OF 4

Coca-Cola is piloting 6 grams of prebiotic fiber in Coke Zero Sugar, Sprite Zero Sugar and Fresca, moving fiber from a specialty brand into its flagship sodas

MEDIUM Immediate (0–3 months) · Product & Roadmap Signals · **Verified**

From late October 2026, prebiotic versions of Coca-Cola Zero Sugar, Sprite Zero Sugar and Fresca, each with 6 grams of fiber and no sugar, go on sale in parts of New York, New Jersey and Pennsylvania. The fiber is soluble corn fiber, the same 6-gram dose as Coca-Cola's Simply Pop.

REASONING

Coca-Cola now uses the same fiber dose in a purpose-built prebiotic brand and in three of its mainstream zero-sugar sodas, which points to a formulation direction rather than a one-off. The ingredient and dose are confirmed on Coca-Cola's own product page. The band is held at MEDIUM because this is a limited regional pilot, not a national rollout.

PATTERN

Coca-Cola announced on October 5–6, 2026 a regional test of prebiotic Coca-Cola Zero Sugar, Sprite Zero Sugar and Fresca, each with 6 grams of prebiotic fiber and zero sugar, starting in late October 2026 in selected areas of New York, New Jersey and Pennsylvania. Coca-Cola's product page for Coca-Cola Zero Sugar Prebiotic lists soluble corn fiber second in the ingredients, after carbonated water, at 6 grams per 12-ounce can. Simply Pop, launched regionally in February 2025 and sold nationally online, also carries 6 grams of prebiotic fiber.

IMPLICATION

Brand owners and retailers watching this pilot will start writing fiber into carbonated-beverage briefs. A co-manufacturer that cannot run soluble corn fiber in a carbonated base, managing viscosity, carbonation retention, sediment, fill and label claims, will not be on the shortlist when they do. The pilot period is the time to qualify, not after an expansion is announced.

RECOMMENDED ACTION

Before the end of the year, qualify two soluble corn fiber suppliers, run trials on fiber dispersion and carbonation retention in a zero-sugar carbonated base, and record line performance so a capability sheet is ready for first-quarter 2027 customer planning.

SOURCES & WHAT THEY SIGNAL

- [FoodBev — Coca-Cola unveils new beverage innovations across portfolio for 2027](#) — October 6, 2026: pilot brands, 6 grams of fiber, NY/NJ/PA, late October start.
- [Food Dive — Coca-Cola prebiotic soda pilot](#) — October 7, 2026: pilot scope and earlier Simply Pop launch.
- [Coca-Cola — Coca-Cola Zero Sugar Prebiotic product page](#) — Ingredient list with soluble corn fiber; 6 grams per 12-ounce can, 0 grams sugar.

- [Coca-Cola — Simply Pop](#) — 6 grams of prebiotic fiber; regional launch February 2025, national online.

SIGNAL 2 OF 4

BODYARMOR FIT puts electrolytes, caffeine, choline and green tea extract in a sparkling can nationally, setting a new reference for carbonated functional drinks

MEDIUM Short-term (3–12 months) · Product & Roadmap Signals · **Verified**

BODYARMOR FIT launched nationally in June 2026 as the brand's first sparkling sports drink: zero sugar, 290 mg of electrolytes, 60 mg of caffeine, choline and green tea extract, in five flavors.

REASONING

The launch and the ingredient stack are confirmed in Coca-Cola's innovation announcement and its second-quarter results. A national Coca-Cola product now defines what a carbonated zero-sugar sports drink contains, against energy brands such as Celsius. Where it is made, and whether co-packers are involved, is not disclosed, so the band is held at MEDIUM.

PATTERN

FoodBev reported on October 6, 2026, from Coca-Cola's innovation announcement, that BODYARMOR FIT launched nationally in June 2026 as BODYARMOR's first sparkling sports drink in a can, with zero sugar, 290 mg of electrolytes, 60 mg of caffeine, choline and green tea extract, in five fruit flavors. Coca-Cola's second-quarter 2026 release cites BODYARMOR FIT among its functional expansions.

IMPLICATION

Brand owners entering carbonated functional hydration will use BODYARMOR FIT as the benchmark, and their co-manufacturing briefs will ask for caffeine handling, electrolyte blending, botanical extracts and carbonated can filling together. Own-brand sports and functional drinks also face a new national competitor on shelf.

RECOMMENDED ACTION

Within 90 days, audit your lines against the BODYARMOR FIT ingredient stack (caffeine sourcing and segregation, electrolyte blending, botanical extracts, cross-contact controls and carbonated can filling) and produce a one-page capability summary for 2027 co-manufacturing pitches.

SOURCES & WHAT THEY SIGNAL

- [FoodBev — Coca-Cola unveils new beverage innovations across portfolio for 2027](#) — BODYARMOR FIT: June 2026 national launch, sparkling can, ingredient stack and five flavors.
- [Coca-Cola — Q2 2026 results \(8-K Exhibit 99.1\)](#) — July 28, 2026: BODYARMOR FIT cited among functional expansions.

SIGNAL 3 OF 4

Coca-Cola and its bottlers are adding US lines and plants under a \$10 billion build-out, including mini cans in San Antonio, narrowing the work they need from outside manufacturers

HIGH Short-term (3–12 months) · Capacity & Operations · **Verified**

Coca-Cola said on September 15, 2026 that it and its bottlers will invest \$10 billion in US facilities by 2030. Projects already under way include a new line for mini cans in San Antonio, two lines in Fort Worth, an Indianapolis expansion, a 620,000-square-foot Colorado Springs plant and new fairlife plants.

REASONING

The total comes from Coca-Cola's own announcement and the individual projects from dated trade and local reports, several of them named in the announcement. A system adding lines in several regions at once, including small formats such as mini cans, has less reason to send that work outside.

PATTERN

Food Dive reported on September 15, 2026 that Coca-Cola and its bottlers will invest \$10 billion in US production, distribution and office facilities by 2030, naming projects including Colorado Springs, Indianapolis, Rancho Cucamonga, Orlando, St. Cloud and fairlife plants in Coopersville, Michigan and Webster, New York. Coca-Cola Southwest Beverages completed a \$42 million San Antonio expansion, adding a second production line for mini Coke, Coke Zero and Sprite cans and 170,000 square feet of warehouse space (reported September 25, 2026). Industrial Info reported on October 2, 2026 that Coca-Cola Southwest Beverages is adding two lines in Fort Worth, that a similar project is under way at Indianapolis, and that Swire Coca-Cola is building a 620,000-square-foot Colorado Springs plant to replace Denver, producing over 230 beverages across 60 brands, due in 2028. Swire is also consolidating Pocatello and Idaho Falls into a new Idaho facility.

IMPLICATION

With more internal capacity, including for mini cans, the Coca-Cola system will make more of its own volume. The work left for a mid-size manufacturer is what large bottler lines run poorly: short runs, regional and private-label products, non-core formats, powders and fast reformulations. Competing head-on for volume these lines can make will be hard on price and speed.

RECOMMENDED ACTION

Within 30 days, map your beverage co-manufacturing pipeline against the regions these projects serve, and reposition bids around short runs, format flexibility and non-soda categories that new bottler lines are not built for.

SOURCES & WHAT THEY SIGNAL

- [Food Dive — Coca-Cola \\$10 billion US manufacturing investment](#) — September 15, 2026: \$10 billion by 2030 with named locations.

- [Yahoo Finance — Coca-Cola bottler boosts San Antonio capacity](#) — September 25, 2026: \$42 million expansion, second line adding mini cans, 170,000 square feet of warehouse.
- [Industrial Info — US soft drink bottlers invest billions in plants](#) — October 2, 2026: Fort Worth, Indianapolis and Colorado Springs projects.
- [Swire Coca-Cola USA — news](#) — Links coverage of the Pocatello and Idaho Falls consolidation into a new facility.

SIGNAL 4 OF 4

Five more states stop SNAP purchases of sugary drinks on November 1, and early data show SNAP households cutting soda, energy and sports drink spending

HIGH Immediate (0–3 months) · Customer & Win/Loss Signals · **Verified**

USDA lists 23 states with approved SNAP restrictions on sugary drinks. Montana, North Dakota, Ohio, South Carolina and Virginia start on November 1, 2026, with Ohio's covering all fountain drinks. A September 2026 NBER study found SNAP households in restricted states cut soda spending by 12%, energy drinks by 13.4% and sports drinks by 21%.

REASONING

The dates come from USDA's own waiver table and the effects from an NBER working paper using receipt data, not yet peer reviewed. The restrictions cover the whole sweetened-beverage category, not only Coca-Cola, which is why they matter to anyone making these drinks. Not every approved state is in effect: a June 22, 2026 court order vacated approval for several states, so the count of active restrictions is below 23.

PATTERN

USDA's SNAP food restriction waiver page lists 23 states with approved waivers and Ohio's target implementation date as November 1, 2026, covering sugar-sweetened beverages and all fountain drinks; Montana, North Dakota, South Carolina and Virginia share that date. The same page notes that a June 22, 2026 court order vacated approval for Colorado, Iowa, Tennessee and West Virginia. An NBER working paper (August 2026, revised October) states that 23 states had approved such policies as of July 2026. A second NBER working paper (September 2026), using receipts from ten states with 2026 restrictions, found SNAP households' soda spending fell 12.0%, energy drinks 13.4% and sports drinks 21.0%.

IMPLICATION

Sweetened soda, energy and sports drinks sold in these states lose part of their SNAP-funded demand, and the effect is largest in sports drinks. Own-brand beverages and co-manufactured programs in affected states face volume risk in that slice of sales, while zero-sugar and non-sweetened versions may gain. With five states starting together, this is a national trend to track state by state.

RECOMMENDED ACTION

Before November 1, 2026, list every sweetened beverage SKU sold into Montana, North Dakota, Ohio, South Carolina and Virginia, ask retail customers how they are coding affected UPCs, and build a state-by-state SNAP eligibility table for 2027 demand planning and bids.

SOURCES & WHAT THEY SIGNAL

- [USDA — SNAP food restriction waivers](#) — 23 approved states; November 1, 2026 start for Montana, North Dakota, Ohio, South Carolina and Virginia; June 22, 2026 court order on four states.
- [NBER — The Effects of SNAP Sugary Drink Restrictions on Consumption and Welfare \(w35659\)](#) — Allcott, Finkelstein, Grummon and Notowidigdo: 23 states approved as of July 2026.

- [NBER — A Sin Ban, Not a Sin Tax? \(w35739\)](#) — Cooper, Seim and Song, September 2026: SNAP households' soda spending down 12.0%, energy drinks 13.4%, sports drinks 21.0%.

SET UP A SIGNAL ON YOUR QUESTION

A watch on your question runs every cycle.

These signals came from one cycle of a standing watch. Name a company, a market or a regulation, and the watch keeps running whether or not anyone opens the platform. Every signal arrives rated for confidence and horizon, with the dated events behind it and the sources that carry the weight.

See all the samples and tell us your question at ezassi.com/ezassi-signals-sample-library.

info@ezassi.com · ezassi.com