

Coca-Cola Enters Prebiotic Soda Market with Simply Pop

Coca-Cola has officially entered the booming prebiotic soda market with the launch of **Simply Pop**, a functional beverage designed to support gut health and immunity. The new drink, set to hit select retail stores and Amazon Fresh later this month, marks the beverage giant's challenge to established players like Olipop and Poppi.

Simply Pop will be available in five flavors—Strawberry, Pineapple Mango, Fruit Punch, Lime, and Citrus Punch—and features **six grams of fiber for gut health**, along with **Vitamin C and zinc for immunity support**.

Tapping into a Growing Trend

With health-conscious consumers increasingly seeking **low-sugar, functional beverages**, prebiotic sodas have surged in popularity. Coca-Cola's move leverages the existing **brand recognition of Simply**, its 24-year-old juice brand, to stand out in the competitive space.

"You would have to be under a rock ... to not have seen the growth that is happening in the prebiotic soda space," said **Terika Fasakin, senior director of brand marketing for Simply**, in a statement.

Currently, **prebiotic sodas have only about 20% market penetration**, leaving room for expansion. Coca-Cola aims to attract mainstream consumers who are curious about gut-friendly drinks but have yet to embrace the trend.

Competing with Market Leaders

The success of **Olipop and Poppi** highlights the potential in this category. Olipop turned profitable in 2024, doubling sales to **\$400 million**, while Poppi surpassed **\$500 million in sales**, according to Bloomberg. Last week, Olipop announced it was valued at **\$1.85 billion** after securing a \$50 million investment—funds earmarked for expanding distribution and marketing efforts, including competition in spaces traditionally dominated by Coca-Cola.

Coca-Cola's Mixed Track Record in Trendy Categories

While Coca-Cola has successfully expanded into **alcoholic beverages** through Simply Spiked (in partnership with Molson Coors), its attempts to break into other emerging categories have had mixed results.

- **Coca-Cola Energy**, launched in 2020, was discontinued in North America just over a year later due to weak demand.
- **Aha Sparkling Water**, introduced in 2020, saw distribution sharply reduced after failing to gain traction.

Despite these past challenges, Coca-Cola is betting big on Simply Pop, using its **strong distribution network and deep resources** to carve out a share of the

fast-growing prebiotic soda market. Whether it can replicate the success of its competitors remains to be seen.

Reference: <https://agronfoodprocessing.com/coca-cola-enters-prebiotic-soda-market-with-simply-pop/>