The Effects of Coca-Cola in Africa

Coca Cola has an impact on every corner of the world. Whether it is the massive empire it has built in the United States, or the company reaching out to the farthest corner of the world in Africa, almost no place on this earth has been untouched by the global superpower that is Coca Cola. Africans buy approximately 36 billion bottles of Coke a year (Unknown, 2008). The reason for this incredible number is because the cost of a single bottle of Coke in most African regions is 20-30 American cents. In Africa, the cost of a single bottle of Coke is much cheaper than the local newspaper (Unknown, 2008). Since Coca Cola analyzes their sales so much, the Coke bottle can be one of the best trackers of economic and civil stability. One example of this is during the war between Israel and Hizbullah in 2006, Coke sales declined in the Israeli parts of Africa due to the anti-American feeling created. Coca Cola also helps provide stability to many people in Africa. For example, since Coca Cola first arrived in Africa in 1928, it is estimated that the company has provided jobs to over one million Africans (Unknown, 2008). But, as always, Coca Cola does face opposition from critics. In Africa, they particularly point out that for production they “mine water.” However, Coca Cola sales also are directly related to a countries infrastructure. For example, in Eritrea the company’s bottling plant hardly works because the country’s totalitarian dictatorship government does not allow the company to import the necessary syrup in order for the company to successfully make Coca Cola. However, if one was to follow predictions by Coca Cola, Africa’s future seems to be bright. Sales in Africa are projected to grow about 10-13% annually.(Cummings, 2006)

While Coca Cola may be benefiting Africa economically, it is also helping to improve the health conditions in Africa. According to a report, Coca Cola launched a huge continent-wide program to help fight HIV/AIDS and to help out HIV/AIDS patients (Eyre&Barlow, 2010). In 2000, world leaders agreed on several socio-economic developments. One of these developments includes the attempt to halt and reverse the spread of HIV/AIDS. The mission statement for this project was “The Coca Cola Company and its bottling partners are committed to the well-being of their employees. Our mission is to reduce the impact of HIV/AIDS on our employees, their families and the Company through effective workplace programs, innovative partnerships, and community involvement.” (Eyre&Barlow, Page 1, 2010) The Coca Cola Company held large programs that included presentations on ways to prevent HIV/AIDS as well as to educate the public on the terrible effects of the disease. While many people will be quick to point out the negatives of the Coca Cola Company in Africa, you have to look further into it to realize that what they are doing isn’t all bad. (Eyre&Barlow, 2010)

Coca Cola is affecting the entire world. They have a massive multi-billion dollar empire in the United States, and that economic dominance has only brought the company to the lands of other countries. While scientists and everyday people will be quick to point out how Coca Cola can turn into an economic nightmare for any country or how unhealthy its products are, you need to be aware of everything else that is going on. Coke is not all about themselves. They are in countries that need as much economic help as they can get and they can help to spark an economy all by their selves. (Unknown, 1995)