

**7. Discuss whether Myt PLC should reintroduce its original high-sugar sodas [10] sodas to regain market share, despite its commitment to health-conscious beverages.**

Myt PLC is a publicly held multinational company in the non-alcoholic beverage industry. Over the years, it has expanded its product range through internal and external growth, including its acquisition of Lotssa Coffee and Honest Water (HW). In response to growing consumer health concerns and regulatory pressures, Myt reformulated its flagship sodas by reducing sugar and caffeine levels, launching MytLite as a healthier alternative. However, this reformulation has led to a 12% decline in market share, as long-time customers have switched to competitors that still offer traditional high-sugar sodas. The key question is whether Myt should reintroduce its original high-sugar sodas to regain lost customers or remain committed to its long-term health-conscious repositioning strategy.

**Arguments for Reintroducing High-Sugar Sodas**

One of the strongest arguments in favor of reintroducing high-sugar sodas is that it could help Myt recover its lost market share and revenue. Since MytLite's launch, the company has seen a significant decline in sales, suggesting that many of its loyal customers preferred the original formula. By bringing back the high-sugar version alongside MytLite, Myt could appeal to both traditional consumers and health-conscious buyers, effectively expanding its customer base. This strategy follows the market segmentation approach, where companies cater to different consumer preferences rather than adopting a one-size-fits-all approach.

Additionally, reintroducing high-sugar sodas could stabilize Myt's financial performance, which has suffered due to declining soda sales. The company's stock price has already fallen by 14%, and shareholders are demanding improvements in profitability. By reviving its best-selling product in its original form, Myt could generate immediate revenue and regain investor confidence, reducing the risk of further stock depreciation. This aligns with short-term profit maximization strategies, which may be necessary given Myt's financial challenges.

Furthermore, from a competitive standpoint, maintaining a high-sugar product line would allow Myt to compete more effectively with rival brands that continue to sell traditional sodas. Many consumers remain unconcerned about sugar levels, prioritizing taste and brand loyalty over health considerations. If Myt does not provide this option, competitors may continue to steal market share, making it difficult for Myt to retain its position as a leading beverage company.

## Arguments Against Reintroducing High-Sugar Sodas

Despite the short-term benefits of reviving high-sugar sodas, doing so could harm Myt's long-term strategic positioning. The company has spent significant time and resources on rebranding itself as a health-conscious beverage provider, introducing functional drinks and emphasizing sustainability efforts. If Myt suddenly reverses this strategy, it may appear inconsistent and unreliable, damaging consumer trust and brand credibility. In industries where brand image is crucial, such as the food and beverage sector, a lack of consistency can lead to consumer skepticism.

Additionally, regulatory concerns pose a major risk. Governments around the world are introducing stricter health regulations, including sugar taxes, warning labels, and marketing restrictions on sugary beverages. If Myt reintroduces high-sugar sodas, it may face higher taxation and advertising restrictions, making it more difficult to market and sell these products profitably. This is particularly relevant in countries where public health campaigns against obesity and diabetes are strong, such as the United Kingdom and parts of the United States.

Another major concern is changing consumer preferences. While some loyal customers may want high-sugar sodas back, there is an overall trend toward healthier lifestyles, particularly among younger generations. If Myt chooses to prioritize its old products, it may lose relevance in the long run, as future consumers may gravitate toward competitors that continue to innovate in the functional and low-sugar beverage segments. Instead of reviving old products, Myt could invest in improving the taste of MytLite or launching a new mid-sugar alternative that balances consumer demand with health concerns.

## Conclusion

Ultimately, whether Myt PLC should reintroduce high-sugar sodas depends on its strategic priorities. If its short-term goal is financial recovery, bringing back the original sodas may be an effective way to recapture market share and stabilize investor confidence. However, if Myt is committed to long-term brand repositioning and adapting to future consumer trends, it should avoid reversing its health-conscious strategy and instead focus on improving the taste of MytLite or offering alternative product variations.

A compromise strategy could involve reintroducing the original sodas in limited markets or as a seasonal product, allowing Myt to assess consumer response before making a full commitment. This would balance short-term revenue recovery with long-term brand integrity, ensuring that Myt does not alienate its growing health-conscious consumer base.