

Soft Drinks Review - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The major focus of the soft drinks market in recent years has been on sugar reduction, in response to consumer concerns about sugar and more recently in preparation for the introduction of the Soft Drinks Industry Levy.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Scope for range development along with more prompts in the on-trade
- Importance of different aspects of soft drinks varies by occasion
- Soft drinks need a clear taste difference to justify a premium price

The biggest issue in the £17.4 billion UK soft drinks market is sugar. Sugar reduction is dominating new product development and marketing, in response to growing consumer concerns about sugar and more recently in preparation for the introduction of the Soft Drinks Industry Levy in April 2018. The latter has accelerated the shift to low-sugar and zero-sugar recipes.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Bottled water sees strong growth

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Carbonated soft drinks boosted by L/N/R sugar variants

Slowdown in sports and energy drinks

Downward trend in cordials and squashes continues

Brexit decision leads to fall in value of the Pound

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Real incomes set to come under pressure again
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Focus on refreshment and hydration properties
More adult soft drinks and blurring of category boundaries
Increase in advertising spending on soft drinks
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Almost universal drinking of soft drinks

Squash and bottled water drunk most frequently

A quarter of fruit juice drinkers drink it once a day

Strong loyalty to a favourite or a few soft drinks

At-home drinks are more about hydration and health

Traditional flavours have the strongest appeal

Going well with meals most important in on-trade

Strong demand for wider choice of soft drinks in the on-trade

More prompts needed in restaurants and pubs/bars

Focusing on taste key to the success for premium soft drinks

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