

Soft Drinks Review - UK - March 2019

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“The soft drinks market has faced a challenging period as sugar has come under public spotlight since 2014. These drinks have, however, retained a substantial place on consumers’ menus. The significant challenge ahead is how to respond to the current scrutiny of single-use plastic packaging.”

– **Kiti Soininen, Category Director – UK Food & Drink Research**

This report looks at the following areas:

- **Concerns over plastic packaging waste are putting users off**
- **The onus is on operators to drive awareness of green aspects beyond packaging**
- **Health considerations lead when soft drinks vie to step in for alcohol**

Over the next five years, soft drinks sales are forecast to increase 13% to £20.8 billion by 2023. The continued scrutiny of sugar will continue to shape the market, as will the current spotlight on single-use packaging. This has sparked consumer concern and government initiatives alike, including steps towards refill drinks. The outcome of Brexit, meanwhile, could have an impact on prices in import-reliant categories. As well as challenges, though, there are opportunities for the sector. The strong alcohol moderation trend meanwhile opens up opportunities for soft drinks.

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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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Company overview

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