

Carbonated Beverages - Ireland - November 2013

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This report looks at the following areas:

- How have the changes in consumer spending impacted on carbonated soft drink sales?
- What impact did the warm summer weather of 2013 have on carbonated soft drink sales?
- What impact would a new sugar tax have on the carbonated soft drink market?
- What impact will the use of stevia have on the industry?
- What type of carbonated drinks do consumers drink the most?

Despite the economic downturn taking its toll on the spending habits of Irish consumers, sales of carbonated beverages have remained somewhat resilient, with the level of strong brand names within the market helping to sustain the market's value.

However, carbonated beverage producers face strong calls from numerous government and private groups for the amount of sugar contained within drinks to be lowered, with carbonated beverages a strong target for anti-obesity movements. Moving forward it is likely that the market will be driven by innovations to produce healthier drinks.

This report will examine the sale and consumption of carbonated beverages throughout the Island of Ireland in both the on-trade and off-trade. On-trade sales are defined as sales of carbonated drinks via pubs, bars, restaurants or cafés for consumption on premises, while off-trade sales are defined for those made via retailers such as supermarkets and convenience stores.



"The key challenge faced by the carbonated beverages industry will be meeting the expectations of health-conscious consumers. Looking forward, it is likely that the market will see a strong level of innovation in the diet category, with more products claiming to be low in sugar and containing fewer artificial additives."

– **Brian O'Connor, Production Manager**

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