

Carbonated Soft Drinks - UK - June 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Carbonated soft drinks are consumed with meals by three in eight users but tailoring flavours more closely to meals may boost consumption further. Half of users believe that CSDs with less sweet flavours would complement a meal better.”

– Richard Ford, Food and Drink Analyst

This report looks at the following areas:

- CSDs should counter negative health perceptions by doing more to promote the wide availability of lighter variants
- Pairing CSDs with meals offers growth opportunities
- Natural ingredients offer a way to trade consumers up

Carbonated soft drinks are enjoyed by 84% of adults, thanks in part to the sector's versatility in offering a broad range of drinks from adult soft drinks through to zero-calorie options.

The market has continued to face challenges from health lobbyists over the high sugar content of some products and brands have responded by offering lower-sugar alternatives. Tellingly the share of new launches carrying a no/low/reduced sugar claim reached almost a quarter in 2013.

Coca-Cola moved towards smaller sizes in 2013, and in June 2014 announced it would launch Coca-Cola Life (a reduced sugar and reduced calorie cola containing stevia leaf extract) in the UK later in 2014. Both initiatives send a major signal to the rest of the market around portion control and sugar reduction.

However, the 2014 FIFA World Cup and the Glasgow 2014 Commonwealth Games should afford opportunities for brands to increase sales in both the on-trade and the off-trade, particularly given Coca-Cola's World Cup sponsorship and AG Barr's Commonwealth sponsorship.

While traditional players continue to power the bulk of sales, smaller dynamic players like Zeo are carving a niche in the market.

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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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