

Non-carbonated Beverages - Ireland - November 2014

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- How have the changes in consumer spending impacted on non-carbonated soft drink sales?
- How is the non-carbonated soft drinks industry addressing consumer concerns about sugar levels in drinks?
- What are the most commonly drunk types of non-carbonated soft drinks?
- What types of innovations would consumers like to see for non-carbonated drinks moving forward?

Non-carbonated soft drinks face their fair share of challenges in 2014, including the continued concern with sugar content of soft drinks, as well as strong competition from carbonated soft drinks.

Moving forward, with new legislation set to be introduced preventing juice packaging from claiming to contain no added sugar, and in the growing potential for a tax on sugary drinks in NI and RoI, it could see a further shift in the dynamic of the Irish non-carbonated beverages market.



“Concern about sugar continues to grow, with half of Irish consumers worried about the sugar content of some juices. Moving forward this will likely see continued new products being launched containing natural sweeteners to appeal to concerned consumers.”

Brian O'Connor, Production Manager

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Table of Contents

INTRODUCTION

- Key themes within the report
- Definition
- Bottled water
- Fruit juices, fruit drinks and smoothies
- Cordials and squashes
- Data sources
- Abbreviations

EXECUTIVE SUMMARY

- **The market**
Figure 1: Estimated value of non-carbonated drinks market, by segment, Iol, 2014
- **Forecast**
Figure 2: Indexed estimated total value of the non-carbonated drinks market, NI and RoI, 2009-19
- **Market factors**
- **Sugar in juice a growing issue**
- **Price of oranges falls**
- **Cost of soft drinks higher in NI, lower in RoI**
- **Ireland could be fattest nation in 16 years**
- **Companies and Innovations**
- **The consumer**
- **Still water most used in RoI, squash in NI**
Figure 3: Consumers who have drunk non-carbonated beverages in the last six months, by location, NI and RoI, August 2014
- **Strong demand for mineral-fortified non-carbonates**
Figure 4: Types of flavours and features that consumers would like to see more of in the future, NI and RoI, August 2014
- **Sugar content worries half of consumers**
Figure 5: Agreement with statements relating to non-carbonated beverages, NI and RoI, August 2014
- **What we think**

ISSUES AND INSIGHTS

- **How have the changes in consumer spending impacted on non-carbonated soft drink sales?**
- **The facts**
- **The implications**
- **How is the non-carbonated soft drinks industry addressing consumer concerns about sugar levels in drinks?**

What's included

Executive Summary

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Infographic Overview

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- The facts
- The implications
- What are the most commonly drunk types of non-carbonated soft drinks?
- The facts
- The implications
- What types of innovations would consumers like to see for non-carbonated drinks moving forward?
- The facts
- The implications

TREND APPLICATION

- Factory Fear
- Help Me Help Myself
- Transumers

MARKET OVERVIEW

- Key points
- **Concern about sugar in drinks continues to grow**
Figure 6: Agreement with the statement 'I worry about the sugar content of some fruit juices (eg orange juice)', NI and Rol, August 2014
- **Some juices accused of having more sugar than cola**
Figure 7: Agreement with the statement 'All the different advice on what is healthy to eat is confusing', by gender, NI and Rol, July 2013
- **EU ban on 'no added sugar' claim for juice in 2015**
- **Growing support for a sugar tax among Rol consumers**
Figure 8: If Rol consumers would support the introduction of a tax on sugary drinks, June 2014
- **Cost of oranges falls 21% between October 2013 and 2014**
Figure 9: Price per ton of oranges, January 2009–October 2014
- **Cost of living continues to increase for NI consumers**
Figure 10: Consumer Price Index, UK (including NI), all goods vs soft drinks, January 2013–October 2014
- **Rol consumers not seeing costs of living increasing as strongly**
Figure 11: Consumer Price Index, Rol, all goods vs soft drinks, January 2013–October 2014
- **Majority of consumers only making ends meet**
Figure 12: How consumers rate their current financial situation, NI and Rol, October 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



- **Economic recovery could help boost on-trade sales in RoI**
Figure 13: Economic outlook, NI and RoI, 2012-15
- **NI austerity cuts could take fizz out of recovery**
- **Ireland could be fattest EU nation by 2030**

COMPETITIVE CONTEXT

- **Key points**
- **Carbonates account for half of total soft drinks market**
Figure 14: Estimated total value of the soft drinks market, by on-trade and off-trade, IoI, 2013
Figure 15: Estimated total value of the non-carbonated drinks market vs the carbonated drinks market, IoI, 2009-14
- **Carbonated drinks usage**
Figure 16: Top five types of carbonated beverages used by consumers in the last six months, by location, NI and RoI, November 2013
Figure 17: Forecast changes in populations, by age, NI and RoI, 2014 and 2031

STRENGTHS AND WEAKNESSES

- **Strengths**
- **Weaknesses**

MARKET SIZE AND FORECAST

- **Key points**
- **Slight increase in non-carbonated market value in 2014**
Figure 18: Estimated total value of the non-carbonated drinks market, NI and RoI, 2009-19
Figure 19: Percentage share of the non-carbonated vs carbonated drinks market, NI and RoI, 2014
Figure 20: Agreement with selected statements relating to healthy eating, NI and RoI, July 2013
- **On-trade sees waning value between 2009 and 2014**
Figure 21: Estimated on-trade value sales for the non-carbonated drinks market, NI and RoI, 2009-19
Figure 22: Indexed estimated value of the Irish foodservice market (at consumer prices), IoI, 2009-14
- **Off-trade non-carbonated sales benefit from drop-off in out-of-home dining and drinking**
Figure 23: Estimated off-trade value sales for the non-carbonated drinks market, NI and RoI, 2009-19
- **Value growth expected to continue**
Figure 24: Indexed estimated total value of the non-carbonated drinks market, IoI, 2009-19

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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MARKET SEGMENTATION

- **Key points**
- **Juice rules the roost**
Figure 25: Estimated value of non-carbonated drinks segments, lol, 2009-19
- **Development of reduced sugar juice helping to prop up sales**
Figure 26: Estimated value of juice sector, by on-trade and off-trade, lol, 2009-19
- **Bottled water sees value decline**
Figure 27: Estimated value of bottled water sector, by on-trade and off-trade, lol, 2009-19
- **Water charges in Rol...what impact will it have on the bottled water market?**
- **Standard still water accounts for 80% of bottled water sales**
- **Concentrates make good gains in downturn**
Figure 28: Estimated value of concentrate sector, by on-trade and off-trade, lol, 2009-19
Figure 29: Indexed value of concentrate sector, by on-trade and off-trade, lol, 2009-19
- **Super-concentrates**
Figure 30: Weekly sales performance for selected super-concentrated squash brands, UK, 2014

COMPANIES AND INNOVATIONS

- **Key points**
- **New products launched in Ireland and the UK in the non-carbonated beverage category**
- **Innovations**
- **NPD in non-carbonated beverages**
Figure 31: New product development launches in the non-carbonated beverages category, UK and Ireland, 2009-14
- **Claims for ethics on the increase**
Figure 32: Product claims within the non-carbonated drinks category, by launch type, UK and Ireland, 2009-14
- **Flavour variants most popular in the non-carbonated beverage category**
Figure 33: New product development in the non-carbonated beverage category, by flavour, UK and Ireland, 2009-14
- **Tesco is the most innovative producer of non-carbonated beverages in the UK and Ireland**
Figure 34: New product development in the non-carbonated beverage category, by producer, UK and Ireland, 2009-14

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Executive Summary

Full Report PDF

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Powerpoint Presentation

Interactive Databook

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- New products in the non-carbonated beverage category
- Companies and products
- Britvic
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Coca-Cola Ireland
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Del Monte
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Danone
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Lucozade Ribena Suntory
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Mulrines
- Key facts
- Brands and products
- PepsiCo Ireland
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Princes
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Squeez (Valeo Foods)
- Key facts
- Brands and products

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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Report Price: £1495 | \$1995 | €1800

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- **Brand NPD**

THE CONSUMER – USAGE OF NON-CARBONATED BEVERAGES

- **Key points**
- **Standard squash and bottled water most popular non-carbonates**
Figure 35: Consumers who have drunk non-carbonated beverages in the last six months, by location, NI and RoI, August 2014
- **Bottled water sees strong usage among the middle-aged**
Figure 36: Consumers who have drunk bottled still water in the last six months, by location, by gender and age, NI and RoI, August 2014
- **Flavoured water usage is lower, but enjoys more success in targeting younger consumers**
Figure 37: Consumers who have drunk fruit and barley water in home in the last six months, by age, NI and RoI, August 2014
- **Squashing the competition in NI**
Figure 38: Consumers who have drunk standard squash in home or out of home in the last six months, NI and RoI, August 2014
Figure 39: Consumers who have drunk standard squash in home in the last six months, by presence of children, NI and RoI, August 2014
- **Fruits and vegetable juice use peaks among 35-44-year-olds**
Figure 40: Consumers who have drunk 100% fruit or vegetable juice (eg Tropicana) in home in the last six months, by age, NI and RoI, August 2014
- **Smoothies see strong usage by ABC1 consumers, but seen as not offering good value**
Figure 41: Consumers who have drunk smoothies in home or out of home in the last six months, by social class, NI and RoI, August 2014
Figure 42: Agreement with the statement 'Smoothies are not good value for money', by social class, NI and RoI, August 2014

THE CONSUMER – FLAVOURS AND PRODUCT FEATURES SOUGHT BY CONSUMERS

- **Key points**
- **Strong demand for vitamin-fortified non-carbonates**
Figure 43: Types of flavours and features that consumers would like to see more of in the future, NI and RoI, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Strong demand for mineral fortification in non-carbonated drinks**

Figure 44: Consumers who would like to see more non-carbonated products that are fortified with vitamins and minerals, by gender, NI and Rol, August 2014

- **Rol consumers more likely to desire juices or smoothies with functional benefits**

Figure 45: Consumers who would like to see more fruit juice/smoothies that offer functional benefits (eg boost immune system, give an energy boost), by age, NI and Rol, August 2014

- **Strong desire for less sugar in non-carbonated drinks**

Figure 46: Consumers who would like to see more non-carbonated products containing natural, sugar-free sweeteners (eg honey, stevia), by internet use, NI and Rol, August 2014

- **Increase in products launched containing stevia**

Figure 47: Soft drink products (excluding carbonates) launched containing stevia, UK and Ireland, 2012-14

- **Rol consumers more likely to appreciate drinks with stress-reducing properties**

- **Women and the young more likely to want stress-reducing non-carbonates**

Figure 48: Consumers who would like to see more non-carbonated products containing ingredients associated with being calming, detoxing (eg peppermint, chamomile), by gender and age, NI and Rol, August 2014

THE CONSUMER – ATTITUDES TOWARDS NON-CARBONATED BEVERAGES

- **Key points**
- **Half of Rol and 46% of NI consumers worry about sugar in juice**

Figure 49: Agreement with statements relating to non-carbonated beverages, NI and Rol, August 2014

- **Sugar content a strong concern**

Figure 50: Agreement with statement 'I worry about the sugar content of some fruit juices (eg orange juice)', by gender and age, NI and Rol, August 2014

- **Worries about sugar could be an opportunity for blended juices**

- **Smoothies seen as being healthy**

What's included

Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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Figure 51: Agreement with statement 'Smoothies can be part of a healthy diet', by gender and age, NI and RoI, August 2014

Figure 52: Consumers who agree that eating five portions of fruit and veg a day is important for a healthy lifestyle, by age, NI and RoI, July 2013

- **Expense of smoothies a problem**
- **Strong demand for non-carbonates in the on-trade**

Figure 53: Agreement with statement 'Cafés/restaurants should have a wider range of non-carbonated drinks', by gender, NI and RoI, August 2014

- **A third see juice as more appealing than squash**

Figure 54: Agreement with statement 'Juices are more appealing to adults than squashes are', by age, NI and RoI, August 2014

APPENDIX

- **Market Segmentation tables**
- **Bottled water**

Figure 55: Estimated value of bottled water sector, on-trade, IoI, NI and RoI, 2009-19

Figure 56: Estimated value of bottled water sector, off-trade, IoI, NI and RoI, 2009-19

- **Juice**

Figure 57: Estimated value of juice sector, on-trade, IoI, NI and RoI, 2009-19

Figure 58: Estimated value of juice sector, off-trade, IoI, NI and RoI, 2009-19

- **Concentrate**

Figure 59: Estimated value of concentrate sector (inc cordials and squash), on-trade, IoI, NI and RoI, 2009-19

Figure 60: Estimated value of concentrate sector (inc cordials and squash), off-trade, IoI, NI and RoI, 2009-19

- **NI Toluna tables**

Figure 61: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, NI, August 2014

Figure 62: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, NI, August 2014 (continued)

Figure 63: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, NI, August 2014 (continued)

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 64: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, NI, August 2014

Figure 65: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, NI, August 2014 (continued)

Figure 66: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, NI, August 2014 (continued)

Figure 67: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, NI, August 2014

Figure 68: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, NI, August 2014 (continued)

Figure 69: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, NI, August 2014 (continued)

Figure 70: Types of flavours and features that consumers would like to see more of in the future, by demographics, NI, August 2014

Figure 71: Types of flavours and features that consumers would like to see more of in the future, by demographics, NI, August 2014

Figure 72: Types of flavours and features that consumers would like to see more of in the future, by demographics, NI, August 2014 (continued)

Figure 73: Agreement with statements relating to non-carbonated beverages, by demographics, NI, August 2014

Figure 74: Agreement with statements relating to non-carbonated beverages, by demographics, NI, August 2014 (continued)

Figure 75: Agreement with statements relating to non-carbonated beverages, by demographics, NI, August 2014 (continued)

- **Rol Toluna tables**

Figure 76: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, Rol, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 77: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, Rol, August 2014 (continued)

Figure 78: Types of non-carbonated beverages drunk by consumers in the last six months for in-home use, by demographics, Rol, August 2014 (continued)

Figure 79: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, Rol, August 2014

Figure 80: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, Rol, August 2014 (continued)

Figure 81: Types of non-carbonated beverages drunk by consumers in the last six months for out-of-home use (eg at pubs/restaurants/coffee shop/work or school), by demographics, Rol, August 2014 (continued)

Figure 82: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, Rol, August 2014

Figure 83: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, Rol, August 2014 (continued)

Figure 84: Types of non-carbonated beverages that have not been drunk by consumers in the last six months, by demographics, Rol, August 2014 (continued)

Figure 85: Types of flavours and features that consumers would like to see more of in the future, by demographics, Rol, August 2014

Figure 86: Types of flavours and features that consumers would like to see more of in the future, by demographics, Rol, August 2014

Figure 87: Types of flavours and features that consumers would like to see more of in the future, by demographics, Rol, August 2014 (continued)

Figure 88: Agreement with statements relating to non-carbonated beverages, by demographics, Rol, August 2014

Figure 89: Agreement with statements relating to non-carbonated beverages, by demographics, Rol, August 2014 (continued)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £1495 | \$1995 | €1800



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Figure 90: Agreement with statements relating to non-carbonated beverages, by demographics, Rol, August 2014 (continued)

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- Infographic Overview
- Powerpoint Presentation
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