

Non-carbonated Beverages - Ireland - November 2014

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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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