Innovations in Soft Drinks - Ireland - November 2015

Report Price: £1095.00 | $1773.30 | €1390.99

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

"The soft drinks industry has seen a period of strong innovation, with low-calorie and sugar trends helping to drive the market. Moving forward, with more pressure being exerted on the industry over the sugar content of some drinks, this will likely see companies doing more to reformulate their products to help maintain market share."
– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- Which sector of the soft drinks market is most valuable – carbonated drinks or non-carbonated drinks?
- What impact has growing concerns about sugar and obesity had on the types of soft drinks used by consumers?
- What types of soft drinks are most used by Irish consumers?
- What types of innovations for soft drinks would capture the attention of Irish consumers?

Sugar and healthiness remain key driving forces within the Irish soft drinks market, and moving forward, as companies come under more scrutiny to make their drinks more healthy, this will likely help to drive forward innovation in low-sugar drinks, or those that use natural low calorie sweeteners instead.

For the purposes of this report, Mintel has used the following definitions:

This report will examine the sale and consumption of carbonated and non-carbonated beverages throughout the island of Ireland in both the on-trade and off-trade. On-trade sales are defined as sales of non-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.

For the purposes of this report, Mintel defines the non-carbonates market as covering all non-carbonated soft drinks sold through the retail and non-retail channels, but excluding sales of hot drinks such as tea and coffee. Please note that sales of alcoholic beverages are not examined within this report, but mixers intended to be used with alcohol are included.

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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