Soft Drinks - Ireland - November 2018

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

"The summer of 2018 helped to drive sales value forward, but increasingly consumers are wary of the environmental impact of plastic – and unless soft drinks companies can introduce more environmentally-friendly packaging and policies, they could see sales suffer"
- Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

The high temperatures of summer 2018 have helped to drive soft drinks usage in 2018. Consumers continue to be concerned with the sugar content of soft drinks, but a majority of Irish consumers have noted that their usage of carbonated soft drinks have not changed since the introduction of the soft drink levy in April 2018.

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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