

Carbonated Soft Drinks - UK - June 2012

Report Price: £1750 / \$2758 / €2087

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"The market must continue to advertise to keep the category front of mind with the consumer and step up innovation of healthier variants including the use of new sweeteners, to keep pace with that in competing categories such as juice drinks, which has increased NPD at a faster rate than CSDs."

– Amy Lloyd, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the market leverage sharing occasions?
- How can the market encourage greater usage on the go?
- How can the category stay ahead in an increasingly competitive soft drinks market?
- How much of a threat do own-label players pose to leading brands?

For the purposes of this report, Mintel defines the carbonates market as covering all carbonated soft drinks sold in either the off- or on-trade.

The basic ingredients of soft drinks are water, a sweetener, an acid and flavouring. Under European regulations, carbonated drinks are "a manufactured drink, optionally sweetened, acidulated, carbonated and which contain fruit, fruit juice and other salts; the flavour may derive from vegetable extracts or flavourings".

Optional ingredients include fruit, carbon dioxide, preservative and colouring. Water is always the major ingredient and represents 86% of any carbonate. In order to maintain consistency with previous Mintel reports, the following categories are used:

- colas
- lemonades (including lemon-and-lime flavours)
- mixers (including tonic water, ginger ale, soda water and bitter lemon). Soda water differs from fizzy water with the addition of sodium and its status as a mixer rather than a drink to be consumed on its own
- premium or adult soft drinks such as Shloer
- other (including general fruit-flavoured carbonates, 'traditional' carbonates such as ginger beer and shandy, and products such as root beer, carbonated iced teas, etc).

All mainstream carbonated soft drinks are covered.

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