

Soft Drinks - Ireland - November 2016

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“2016 was a good year for on-trade sales of soft drinks, particularly carbonates as improving consumer sentiment saw greater out-of-home spending on leisure activities. However, consumer concerns about sugar have continued to grow and with looming taxation of sugary carbonates this will make reformulating drinks to contain less sugar all the more important.”

Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- Tax on carbonates with high sugar levels in 2018
- Obesity continues to be a large issue for the soft drinks market
- Consumer sentiment helping to drive on-trade
- Discounters driving prices down
- NI and RoI consumers prefer plastic bottles

Products covered in this Report

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.

Data includes sales through the following outlets:

- **Take-home (including impulse):** This includes grocery retail outlets where non-carbonated soft drinks are purchased for the purpose of in-home consumption or for drinking on the go, comprising supermarkets, convenience stores and petrol forecourts among others.
- **On-premise:** This includes anywhere where non-carbonated soft drinks are bought to consume on-site, eg leisure centres, hotels, restaurants, fast food venues, cafés, education establishments, the workplace and in the on-trade (ie pubs, bars and clubs).

The basic ingredients of soft drinks (excluding fruit juices and bottled water) are water, a sweetener, an acid and flavouring.

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