

Carbonated Soft Drinks - UK - June 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The sugar tax is likely to have a severe impact on CSD sales in 2018, and as such is the single biggest challenge facing the industry. However, drinkers’ inclinations to switch to low-sugar versions and the strength of consumer demand for action on the sugar issue suggest that companies seen as proactive on this matter stand in good stead of shoring up their reputation among consumers.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- Consumer call for sugar reduction presents companies with a challenge and an opportunity
- Sparkling fruit juice with added vitamins could help to retain users
- New and seasonal flavours could maintain interest in the category

The sugar tax, due to be introduced in 2018, is likely to have a severe effect on sales. However, the low-sugar variants should benefit from consumers switching to them.

74% of CSD drinkers say that manufacturers should do more to reduce the sugar in their products, placing the onus upon companies to be seen as proactive in this area. The potential risk of reformulation is indicated in that 35% of CSD drinkers say that a change of recipe would make them less loyal to their favourite brand. However, the high demand for action on the sugar issue suggests such a strategy should appeal to more people than it alienates.

Meanwhile consumer interest in flavour innovation, fortified CSDs and seasonal flavours suggest other means to maintain interest and engagement within the category.

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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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Coca-Cola reformulates and L/N/R sugar claims increase

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Advertising spend approaches 2013 high

Coca-Cola most likely to be seen as worth paying more for but Shloer is the most likely to be recommended

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Consumer demand for action on sugar places onus on companies but potential pitfalls ahead

A price rise would prompt more than half of sugary CSD drinkers to cut back or stop, but switching creates opportunities to maintain sales

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Usage Occasions for Selected Types of Carbonated Soft Drinks

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