Soft Drinks - Ireland - November 2017

Report Price: £1095.00 | $1453.83 | €1247.97

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

"Sugar content continues to be the dominant theme in the soft drinks market, with the April 2018 introduction of the sugar tax/ levy likely to disrupt consumer drinking habits somewhat. Moving forward we are likely to see an increased shift to diet/ low-sugar variants."
– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- **Obesity a major health issue in Ireland**
- **Sugar taxes being introduced in 2018**
- **Soft drink prices increasing in UK/NI, declining in RoI**
- **Increasing visitor numbers an opportunity for on-trade soft drink sales**

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 as those made via retailers such as supermarkets and convenience stores.

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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