

Soft Drinks - Ireland - November 2017

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“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.

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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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