

Carbonated Soft Drinks - Ireland - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on the carbonated soft drinks market.
- Impact of continued sugar concerns on carbonated drink usage.
- How views on plastic will shape the market moving forward.
- Consumers' habits around drinking carbonated soft drinks and their reasons for doing so.
- Consumer attitudes towards carbonated soft drinks.

Carbonated soft drink sales have seen their value drop between 2019 and 2020 as COVID-19 has seen the on-trade channel effectively shut for long periods of time, driving more consumers to stay at home. While this has helped translate into more in-home usage of carbonated drinks, it has limited impulse purchasing from convenience stores. With visiting a restaurant and a pub two of the most anticipated post-lockdown activities stated by Irish consumers in 2021, it will help to jump-start sales in the on-trade, though recovery is likely to be slow.

Health continues to be an important focus of the carbonated drinks market, with over half of carbonated drinks users stating they are more likely to avoid sugary drinks in 2021 compared to 2020, while actively avoiding drinks subject to sugar levies. This will see continued innovation within the category to reduce sugar but is likely to also drive a trend for added functionality – with COVID-19 helping to push more consumers to seek drinks that can help boost their immunity or general health. Furthermore, this will push manufacturers to create drinks with added value to inject higher spend back into the category following the trend towards own-label and bulk buying that occurred as a result of lockdown.



“COVID-19 has taken its toll on the carbonated drinks market – particularly on-trade sales. Recovery is likely to be slowed by continued consumer concern relating to sugar content in drinks and the growing unease Irish consumers have towards single-use plastic.”

– **Brian O'Connor, Senior Consumer Analyst**

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