"The shrinking population of key younger consumers, enduring concerns around sugar, and growing spotlight on single-use plastic waste pose challenges for the category going forward. The strong alcohol reduction trend meanwhile opens up new opportunities for CSDs to target."

– Max Grünefeld, Food & Drink Analyst

This report looks at the following areas:

With few people seeing CSDs as a good alternative to alcoholic drinks, however, much depends on the industry’s efforts to more actively target this space.

- Flavour NPD is needed to sustain engagement
- Cooling and relaxing associations warrant attention as CSDs struggle on refreshing image
# Carbonated Soft Drinks - UK - June 2019

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The implications
Cooling and relaxing associations warrant attention as CSDs struggle on refreshing image

The facts
The implications

The Market – What You Need to Know

Volume and value sales rise in 2018 despite SDIL
Volume growth to slow amidst sugar and plastic concerns
Cola retains lead position as volumes fall and prices rise
Mixers remain in growth
Sugar spotlight sets the tone for product development
Plastic waste is thrust into limelight
Summer heatwave cushions volume sales

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Advertising spend continues to rise for a fifth year
Mixer brands seen as highest quality

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Diet/light drinks have a clear lead in usage
Opportunities to explore fortification
New flavours can sustain engagement
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