

## **Soft Drinks in the United Kingdom**

Market Direction | 2023-11-27 | 92 pages | Euromonitor

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### **Report description:**

Despite inflation, total volume sales of soft drinks have remained resilient in the United Kingdom. 2022 and 2023 have been challenged by increasing prices, which have had a significant impact on the cost of living. Consumers have lost purchasing power, and this has been reflected in consumer behaviour throughout the whole country. As prices continue to increase, people have had to prioritise their expenses, seeking value for money.

Euromonitor International's Soft Drinks in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Soft Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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New functional products increase in demand, leading to innovation in juice and a drift away from more traditional products

Demand for health and wellness benefits Vita Coco

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Lucozade Sport expands its range with new Zero Sugar launch

## PROSPECTS AND OPPORTUNITIES

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Innovation comes from flavour expansion, as the main players expand their portfolios

##### PROSPECTS AND OPPORTUNITIES

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The natural trend is changing consumers' preferences and perceptions  
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#### RTD COFFEE IN THE UNITED KINGDOM

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Despite the cost-of-living crisis RTD coffee experiences strong growth, driven by convenience and affordability

Dynamic innovation in RTD coffee drives demand and boosts sales

RTD coffee brands follow the health and wellness trend by offering functional options

#### PROSPECTS AND OPPORTUNITIES

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