

Soft Drinks in Ireland

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Report description:

Soft drinks is projected to see a flat off-trade volume growth performance over 2023. While more established categories like carbonates, concentrates and juice are set to see decreases, perceived healthier bottled water and RTD tea (especially kombucha tea) and newer functional types like RTD coffee, sports drinks and energy drinks continued to develop and grow in the retail channel. The health and wellness trend continued to shape soft drinks in Ireland in 2023, with a further shift from regula...

Euromonitor International's Soft Drinks in Ireland 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Soft Drinks in Ireland
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List Of Contents And Tables

SOFT DRINKS IN IRELAND

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 30 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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APPENDIX

Fountain sales in Ireland

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SOURCES

Summary 1 Research Sources

CARBONATES IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates suffers from the health and wellness trend

Economy and impulse retailers put pressure on supermarkets

Limited editions add dynamism to carbonates

PROSPECTS AND OPPORTUNITIES

Regular carbonates to continue to cede ground to reduced sugar variants

The Deposit Return Scheme may crash on-the-go sales

Bigger formats may return

CATEGORY DATA

Table 120 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 121 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 122 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 123 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 124 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 125 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 126 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 127 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 128 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 129 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 130 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 131 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 132 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 133 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 134 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 135 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 136 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 137 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 138 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 139 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice is squeezed by the health and wellness trend

Juice drinks and functional options see demand

Private label continues to benefit from price pressures on consumers

PROSPECTS AND OPPORTUNITIES

The outlook is gloomy for juice

Functional juice offers growth opportunities

Coconut and other plant waters to continue to gain traction but remain a small presence

CATEGORY DATA

Table 32 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 33 Off-trade Sales of Juice by Category: Value 2018-2023

Table 34 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 35 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 36 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 37 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 38 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 39 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 40 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 41 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 42 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 43 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water sees a positive demand trajectory in 2023

Private label and A brands produce a strong competitive landscape

Functional and flavoured bottled waters see strong off-trade volume and value growth

PROSPECTS AND OPPORTUNITIES

Continuous growth on the horizon for bottled water

Flavoured and functional bottled waters to continue to develop apace

The Deposit Return Scheme might be a negative factor for bottled water

CATEGORY DATA

Table 44 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 45 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 46 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 47 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 48 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 49 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 50 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 51 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 52 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 53 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 54 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 55 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth in a small category

New low-calorie offering boosts the category

Few players in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Potential for further growth during the forecast period

Healthier sports drinks to drive the category

Diversification may lead to a growing offer of functional sports drinks

CATEGORY DATA

Table 56 Off-trade Sales of Sports Drinks: Volume 2018-2023

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Table 57 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 58 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 59 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 60 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 61 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 62 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 63 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 64 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 65 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 66 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 67 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energetic growth in 2023

More flavours for more growth

Healthier energy drinks gain traction

PROSPECTS AND OPPORTUNITIES

Further fast development and growth predicted for energy drinks

Growing call for functional and nutritional elements in energy drinks

Convenience stores the strategic place to be

CATEGORY DATA

Table 68 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 69 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 70 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 71 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 72 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 73 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 74 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 75 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 76 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 77 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 78 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 79 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The demand for concentrates is under pressure in 2023

Healthier image as a promotion strategy

Britvic Ireland and private label are strong in liquid concentrates

PROSPECTS AND OPPORTUNITIES

Stabilisation anticipated in the forecast period

Healthier and functional options to restore confidence in the category

Environmental concerns might boost the category

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 80 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
Table 81 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
Table 82 Off-trade Sales of Concentrates by Category: Value 2018-2023
Table 83 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
Table 84 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
Table 85 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
Table 86 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
Table 87 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
Table 88 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
Table 89 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
Table 90 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
Table 91 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
Table 92 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
Table 93 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
Table 94 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sees further positive volume growth in 2023

Limited kombucha distribution in Ireland

Kombucha is on the rise

PROSPECTS AND OPPORTUNITIES

Kombucha has high growth potential but pricing remains an obstacle

Functional products could stimulate development in RTD tea

The RTD offer is expected to broaden

CATEGORY DATA

Table 95 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 96 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 97 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 98 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 99 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 100 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 101 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 102 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 103 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 104 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 105 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 106 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 107 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee continues to post strong on- and off-trade volume and value growth in 2023

Weak distribution and few players

Vending continues to emerge in RTD coffee

PROSPECTS AND OPPORTUNITIES

RTD coffee retains high growth potential in the forecast period

More players and stronger distribution to develop the category

New packaging in line with DRS implementation

CATEGORY DATA

Table 108 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 109 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 110 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 111 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 112 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 113 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 114 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 115 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 116 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 117 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 118 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 119 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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