



Euromonitor  
International

# Carbonates in the United Kingdom

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Carbonates records current value growth due to price hikes, while volumes decline  
Reduced sugar carbonates amongst the more resilient performers  
Gut health within carbonates aligns with functional trend

PROSPECTS AND OPPORTUNITIES

Innovation in flavour and functionality expected to continue driving carbonates  
Promotions, limited editions and collaborations will continue to influence demand  
Brands respond to consumer push for greater sustainability by implementing more eco-friendly practices

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