



Euromonitor  
International

# Concentrates in the United Kingdom

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Concentrates experiences further volume declines in 2024
- Innovation in concentrates driven by tropical flavours and packaging
- Some brands benefit from promotions and pricing strategies, but their target audience remains limited to a specific demographic

PROSPECTS AND OPPORTUNITIES

- Demand for concentrates set to continue declining over the forecast period
- At-home consumption occasions can expand through mixology or as water flavour enhancement
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