



# Concentrates in the United Kingdom

November 2023

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## Concentrates in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume demand for concentrates continues to decline in 2023

As health and wellness trends continue to rise, people opt for healthier soft drinks alternatives

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

#### PROSPECTS AND OPPORTUNITIES

The picture for concentrates expected to remain negative during the forecast period

The natural trend is changing consumers' preferences and perceptions

Double concentrate products could improve the performance of concentrates

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