



**Euromonitor
International**

HW Soft Drinks in Ireland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of vitamins drives retail value sales as consumers look for fortified options

Players focus innovations on functionality to align with wellness demands

Increased demand for no sugar variants as diabetes and obesity concerns rise

PROSPECTS AND OPPORTUNITIES

Natural soft drinks drive solid retail value sales as consumers prioritise wellness

The sugar tax encourages low sugar and high fruit content launches across the forecast period

Strong growth potential for Kombucha as digestive health claims drive growth

CATEGORY DATA

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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