

Carbonates in Ireland

December 2023

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Carbonates in Ireland - Category analysis

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

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