

Carbonates in the United Kingdom

November 2023

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Carbonates in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates experiences high value growth both off-trade and on-trade, but sees a decrease in off-trade volumes Brands are rapidly adapting to HFSS legislation by changing their formulae Tonic water experiences a sharp decline in 2023

PROSPECTS AND OPPORTUNITIES

Meeting consumers' demand for functionality and wellness in the UK market Innovation in formats in carbonates, such as multipacks and smaller sizes Innovative marketing strategies for brands: Limited editions and inclusive campaigns in focus

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