



Euromonitor
International

Carbonates in Ireland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends reshape carbonates landscape

INDUSTRY PERFORMANCE

Carbonates is home to both indulgence and moderation in 2025
Consumers continue to shift to reduced-sugar variants

WHAT'S NEXT?

Steady decline expected amid health focus, with reduced-sugar variants driving stability
Innovation and functional trends shape the future of carbonates
Clean labelling gains traction among health-conscious consumers

COMPETITIVE LANDSCAPE

Coca-Cola Leads through iconic brands and innovation

CHANNELS

Supermarkets leads distribution, while forecourts benefit from impulse buys
Discounters stands out by posting positive growth

CATEGORY DATA

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EXECUTIVE SUMMARY

Current trends supports soft drinks with strong health positioning

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health trends drives volume growth in soft drinks in 2025
Consumers shift towards functional options, benefiting energy and sports drinks
Demand for convenience continues, boosting RTD coffee and impulse channels

WHAT'S NEXT?

Health, convenience and innovation as key growth drivers for forecast period
Shift away from alcohol set to further boost soft drinks sales
Private label holds potential for stronger expansion

COMPETITIVE LANDSCAPE

Coca-Cola maintains leadership, with Britvic close behind
Small niche players gain traction in 2025

CHANNELS

Supermarkets leads distribution as convenience stores expands

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