



Juice in Ireland

November 2025

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Premium niches sustain declining juice demand

INDUSTRY PERFORMANCE

Further declines for overall juice in 2025

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Premiumisation trend will continue to support sales

Functional juices set to drive future innovation

Convenience retail poised to boost premium and functional juice sales

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Soft Drinks in Ireland - Industry Overview

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Current trends supports soft drinks with strong health positioning

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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

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