

# HW Soft Drinks in Ireland

January 2024

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Functional properties are the main leader in 2022

2022 sees natural in the lead in health and wellness soft drinks

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar variants to increase demand during forecast period

High fibre expected to record among fastest increase

#### CATEGORY DATA

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## Health and Wellness in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Overview

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