

Carbonated Soft Drinks - UK - June 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“That nearly half of adults view low sugar content as more important than the brand highlights how essential it is that brands’ diet/light variants are widely available to retain users. However, concerns continue to linger about artificial sweeteners, translating to marked interest in plant-derived sweeteners in the CSD (carbonated soft drink) market.”
– Colette Warren, Food and Drink Analyst

This report looks at the following areas:

- A strong interest in lower-sugar CSDs without sweeteners
- NPD offers growth opportunities in own-label CSDs
- Whilst a low sugar content is important, so is the type of sweetener used

Value growth in the CSDs market has outpaced volume growth over the five years to 2015, reflecting inflationary pressures. The weather and consumers cutting back on the amount of CSDs they drink – with sugar concerns being a key driver for this – have dampened volume growth.

However, expected increase in real disposable incomes in 2015 should feed through to higher consumer spending. This should help to keep sales of CSDs in growth as many users would buy more CSDs if they had more money (See the Consumer - Attitudes towards CSDs).

The off-trade channel outperformed the on-trade in volume sales over the 2010-15 period, echoing the wider trends of consumers cutting back on dining out. However, on-trade volume sales are expected to return to growth going forward, on the back of rising real incomes.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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