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International

Soft Drinks in the United Kingdom

November 2025

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EXECUTIVE SUMMARY

Sales of soft drinks rise in 2025 with the focus on health and affordability

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Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

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New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market

New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio

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Digital transformation and product innovation

Regulatory shifts and sustainability focus

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[RTD Coffee in the United Kingdom](#)

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WHAT'S NEXT?

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Limited edition products help drive interest and excitement in energy drinks

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Efficient use of data and technology could provide players with an edge

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