



**Euromonitor
International**

Concentrates in Ireland

November 2025

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Concentrates in Ireland - Category analysis

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2025 DEVELOPMENTS

Affordability offsets weak appeal in concentrates

INDUSTRY PERFORMANCE

Concentrates sees low volume growth amid continuous struggles

Coffee-based variants emerge as niche segment

WHAT'S NEXT?

New packaging and new flavours could save a stagnating category

Powder concentrates will continue to outpace liquid concentrates

Sustainability as a key driver for innovation in concentrates

COMPETITIVE LANDSCAPE

Britvic dominates with private label holding strong

Tesco soars ahead through innovative cold brew coffee offering

CHANNELS

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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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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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