Carbonated Soft Drinks - UK - June 2017

Report Price: £1995.00 | $2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"While the Sugar Levy is likely to impact heavily on CSD sales, sugary variants in particular, there is marked opportunity to move sugary CSD drinkers over to diet/light variants. Low price and proving the flavour credentials of these variants are key to encouraging switching."
– Alyson Parkes, Research Analyst

This report looks at the following areas:

- **Improving health credentials of L/N/R sugar variants could build trust amongst consumers**
- **Marked potential to move sugary CSD drinkers to L/N/R sugar variants**
- **Opportunity for premium CSDs to appeal to adults looking for alternatives to alcohol**

Usage of CSDs remains high, and while this remains unchanged from 2016, usage of sugary CSDs has fallen, the ongoing media attention on sugar appearing to have hit these variants. Value sales in the market are estimated to grow in 2017. This slow growth in comparison to previous years has been underpinned by declining value sales in the on-premise.

Volume sales are projected to decline for the first time since 2013 in 2018 as a result of the Sugar Levy being invoked, if the government retains this policy. Cutbacks on consumption of sugary CSDs are the most likely outcome of any price rises resulting from the Sugar Levy. However, with two thirds of sugary CSD drinkers also drinking diet/light CSDs, there is potential to move many sugary CSD drinkers over to L/N/R sugar variants.

While it is unknown how much of the cost incurred by manufacturers and importers from the Levy will be passed on to consumers, any additional rise in price, along with the projected inflation, is anticipated to result in value sales growth.

DID YOU KNOW?

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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