

Carbonated Soft Drinks - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The shrinking population of key younger consumers, enduring concerns around sugar, and growing spotlight on single-use plastic waste pose challenges for the category going forward. The strong alcohol reduction trend meanwhile opens up new opportunities for CSDs to target.”

– **Max Grünefeld, Food & Drink Analyst**

This report looks at the following areas:

With few people seeing CSDs as a good alternative to alcoholic drinks, however, much depends on the industry's efforts to more actively target this space.

- **Flavour NPD is needed to sustain engagement**
- **Cooling and relaxing associations warrant attention as CSDs struggle on refreshing image**

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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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Cooling and relaxing associations warrant attention as CSDs struggle on refreshing image

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Volume and value sales rise in 2018 despite SDIL

Volume growth to slow amidst sugar and plastic concerns

Cola retains lead position as volumes fall and prices rise

Mixers remain in growth

Sugar spotlight sets the tone for product development

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New flavours can sustain engagement

Cooling associations warrant further attention

'Refreshing' and 'enjoyable' are the most common qualities associated with CSDs

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