

HW Soft Drinks in Ireland

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Date: July 2024

Pages: 14

Price: US\$ 1,075.00 (Single User License)

ID: H15EA6F32941EN

Abstracts

Aligned with the rising demand for healthier options, consumers in Ireland are looking for practical, convenient ways to boost their nutritional intake. Fortified soft drink options have become increasingly appealing, with products offering ingredients such as vitamin, minerals and zinc. This led the good source of vitamins concentrates drove the strongest retail value sales in 2023, at EUR169, with substantial value growth of 12%.

Euromonitor International's HW Soft Drinks in Ireland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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Players focus innovations on functionality to align with wellness demands
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HEALTH AND WELLNESS IN IRELAND
EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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