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Will UK Soft Drinks Lose its Fizz with Brexit?

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Abstracts

In 2017, the UK soft drinks market grew by 1.5% in total volume terms despite the weaker performance of carbonates and juices. While these traditional soft drinks categories are becoming less popular among Britons due to increasing health concerns, healthier soft drinks variants such as reduced sugar and fortified/functional are on the rise. The introduction of the soft drinks sugar tax on April 6th 2018 and the on-going Brexit insecurities furthermore weigh on the soft drinks industry. Yet, the...

Euromonitor International's Will UK Soft Drinks Lose its Fizz with Brexit? global briefing offers an insight into to the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy 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 Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

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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.

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