

United Kingdom Carbonated Soft Drink Market, By Flavor (Cola, Citrus, Others), By Distribution Channel (Hypermarkets, Supermarkets & General Merchandisers, Convenience Stores & Gas Stations, Food Service Outlets, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The United Kingdom Carbonated Soft Drink Market was valued at USD 9.78 million in 2024 and is projected t%li%reach USD 13.72 million by 2030, growing at a CAGR of 5.8% during the forecast period. This market is undergoing steady expansion, fueled by shifting consumer preferences, rising disposable income, and growing demand for innovative flavors and healthier product formulations. Cola continues t%li%hold the leading position due t%li%brand loyalty and iconic status, while citrus and other variants are gaining ground among health-conscious consumers seeking lower-sugar, refreshing options. Distribution is led by hypermarkets, supermarkets, and general merchandisers, though online platforms are gaining popularity as consumers prioritize convenience and product variety. Despite health concerns and increasing regulatory scrutiny around sugar content, the market remains dynamic, with brands actively reformulating products and investing in sugar-free and functional alternatives. Market competition is intensifying with a mix of global and local players, but continued innovation, premiumization, and digital retail are expected t%li%support sustained growth in the UK's carbonated soft drink sector.

Key Market Drivers

Growing Demand for Healthier and Low-Calorie Alternatives



Health-conscious consumers in the UK are increasingly turning toward low-calorie, sugar-free, and reduced-sugar beverages, driving a shift in the carbonated soft drink market. With heightened awareness of health issues such as obesity and diabetes, brands are responding by expanding their portfoli%li%of 'light' or diet variants and incorporating added health benefits like vitamins and electrolytes. According t%li%the Britvic Soft Drinks Report (2023), diet and low-sugar variants now make up approximately 45% of total carbonated soft drink sales. Additionally, naturally flavored sodas with organic ingredients are rising in popularity, supported by a regulatory environment that encourages healthier consumption habits, including the implementation of sugar taxes. This consumer-driven demand for better-for-you options is accelerating innovation and reshaping product strategies across the sector.

Key Market Challenges

Health Concerns and Regulatory Pressures

Health-related concerns remain a significant hurdle for the UK carbonated soft drink market. Increasing public awareness around the risks of high sugar intake—such as obesity, type 2 diabetes, and cardiovascular disease—has contributed t%li%a decline in demand for traditional sugary sodas. Regulatory interventions, including the UK Soft Drinks Industry Levy introduced in 2018, have prompted a 50% reduction in sugar content among branded beverages (Public Health England, 2023). Manufacturers are being pressured t%li%reformulate offerings and comply with stricter labeling regulations, which can lead t%li%increased production costs and consumer hesitancy toward reformulated products. These challenges require companies t%li%balance health-driven innovation with flavor retention and consumer acceptance, as traditional carbonated drinks face mounting competition from healthier alternatives.

Key Market Trends

Rise of Premium and Craft Carbonated Soft Drinks

The growing demand for premium and artisanal beverages is shaping the future of the UK carbonated soft drink market. Consumers, especially younger demographics, are increasingly drawn t%li%high-quality, small-batch sodas featuring unique and exotic flavor combinations such as elderflower, hibiscus, or kombucha-inspired blends. These craft sodas often highlight natural, ethically sourced ingredients and sustainable production practices. Beyond the beverage itself, consumers are seeking an elevated experience—aligning with the trend of experiential consumption. This has opened the



door for independent soda makers and niche brands t%li%establish a foothold through specialty retailers, e-commerce, and local events. As a result, the market is becoming more diversified, with premiumization and personalization driving innovation and attracting health-conscious and trend-aware consumers willing t%li%pay for uniqueness and authenticity.



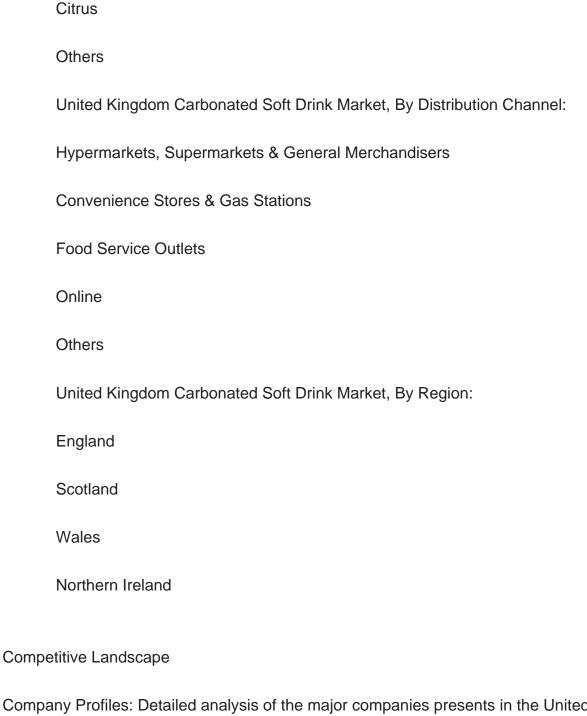
In this report, the United Kingdom Carbonated Soft Drink market has been segmented int%li%the following categories, in addition t%li%the industry trends which have als%li%been detailed below:

on 70Deen detailed below.

United Kingdom Carbonated Soft Drink Market, By Flavor:

Cola





Company Profiles: Detailed analysis of the major companies presents in the United Kingdom Carbonated Soft Drink market.

Available Customizations

United Kingdom Carbonated Soft Drink market report with the given market data, TechSci Research offers customizations according t%li%a company's specific needs. The following customization options are available for the report:

Company Information



Detailed analysis and profiling of additional market players (up t%li%five).



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