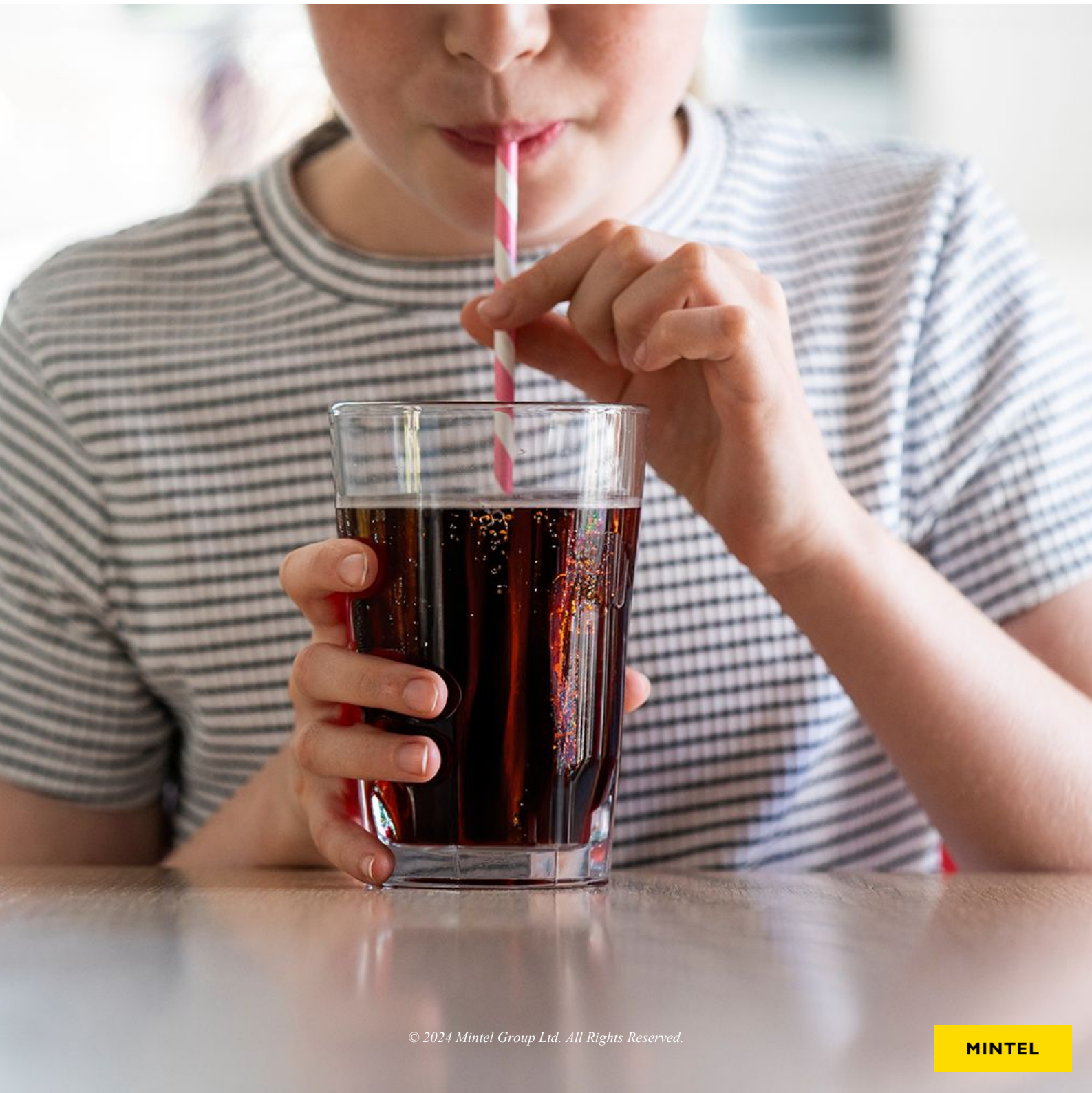


CARBONATED SOFT DRINKS – UK – 2024

The CSDs market saw volumes fall in 2023 due to the income squeeze and absence of a hot summer. Various brands bucked the trend thanks to NPD and related marketing.



Kiti Soininen, Head of UK
Food and Drink Research



Carbonated Soft Drinks - UK - 2024

This report looks at the following areas:

- The impact of the income squeeze on the market and the outlook for the next five years
- Key new product development trends in the category
- Usage of CSDs and key demographics
- Behaviours related to CSDs, including recycling and refills
- Concepts of interest in CSDs, including related to naturalness and sugar reduction
- Consumer interest in NPD and selected opportunity areas



The CSDs market saw volumes fall in 2023 due to the income squeeze and absence of a hot summer. Various brands bucked the trend thanks to NPD and related marketing.

Overview

The CSDs market was hit in 2023 by the income squeeze. The discretionary nature of the drinks and their rapidly rising prices prompted consumers to cut back on them, the poor summer weather adding to this. Inflation ensured continued value growth, tempered by trading down.

The recent spotlight on UPFs and the WHO advising against the use of non-sugar sweeteners (NSS) to control body weight and classifying aspartame as "possibly carcinogenic to humans" stand to pose a threat to the category, should they gain further attention from the media, or from consumers once rebounding incomes allow health and naturalness become more front of mind.

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Strong consumer interest in new flavours in the category has underpinned the impressive sales performance of various recent launches. CSD brands are using NPD, and building buzz around it, to drive engagement. This active approach to innovation is helping them to maintain and build share of throat.

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Report Content

EXECUTIVE SUMMARY

Opportunities for the carbonated soft drinks market

- Flavour NPD remains crucial to drive interest
- Higher juice content and less sweet flavours can help to meet demand for naturalness
- DRS and refills offer routes to combat packaging concerns

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