



HW Soft Drinks in Ireland

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Functional properties are the main leader in 2022

2022 sees natural in the lead in health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Reduced sugar variants to increase demand during forecast period

High fibre expected to record among fastest increase

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Overview

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