



Euromonitor  
International

# Carbonates in Ireland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends reshape carbonates landscape

INDUSTRY PERFORMANCE

Carbonates is home to both indulgence and moderation in 2025  
Consumers continue to shift to reduced-sugar variants

WHAT'S NEXT?

Steady decline expected amid health focus, with reduced-sugar variants driving stability  
Innovation and functional trends shape the future of carbonates  
Clean labelling gains traction among health-conscious consumers

COMPETITIVE LANDSCAPE

Coca-Cola Leads through iconic brands and innovation

CHANNELS

Supermarkets leads distribution, while forecourts benefit from impulse buys  
Discounters stands out by posting positive growth

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EXECUTIVE SUMMARY

Current trends supports soft drinks with strong health positioning

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health trends drives volume growth in soft drinks in 2025  
Consumers shift towards functional options, benefiting energy and sports drinks  
Demand for convenience continues, boosting RTD coffee and impulse channels

#### WHAT'S NEXT?

Health, convenience and innovation as key growth drivers for forecast period  
Shift away from alcohol set to further boost soft drinks sales  
Private label holds potential for stronger expansion

#### COMPETITIVE LANDSCAPE

Coca-Cola maintains leadership, with Britvic close behind  
Small niche players gain traction in 2025

#### CHANNELS

Supermarkets leads distribution as convenience stores expands

#### MARKET DATA

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