

Soft Drinks in Ireland

November 2025

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Soft Drinks in Ireland

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

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Coca-Cola maintains leadership, with Britvic close behind

Small niche players gain traction in 2025

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Functionality and sustainability as key innovation drivers

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COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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Innovation accelerates energy drinks growth

INDUSTRY PERFORMANCE

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Reduced sugar segment drives growth, while consumers shift towards innovative flavours

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Innovative shift towards healthy, natural and functional variants

Expanding beyond traditional impulse points

COMPETITIVE LANDSCAPE

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Reduced sugar sports drinks rises fastest though remains small

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