



Euromonitor  
International

# Concentrates in the United Kingdom

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## Concentrates in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2025 PERFORMANCE

Sales of concentrates decline as consumers shift to alternative soft drinks

#### INDUSTRY PERFORMANCE

Coffee concentrates one of the few bright spots for the category

Powder concentrates sees polarised demand

#### WHAT'S NEXT?

Health-driven reformulation and functional innovation shaping future demand

Digital transformation and product innovation

Regulatory shifts and sustainability focus

#### COMPETITIVE LANDSCAPE

Carlsberg now the leading force in concentrates following its acquisition of Britvic

Nescafé launches cold brew coffee product while private label

#### CHANNELS

Distribution landscape remains largely unchanged

E-commerce playing a growing role in the market

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[Soft Drinks in the United Kingdom - Industry Overview](#)

#### EXECUTIVE SUMMARY

Sales of soft drinks rise in 2025 with the focus on health and affordability

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

## WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers  
Players set to lean on digital technology in a rapidly evolving market  
New and forthcoming regulation set to impact company strategies within soft drinks

## COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio  
Monster Energy thriving while smaller players gain prominence in niche areas of the market

## CHANNELS

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