



Euromonitor
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Soft Drinks in the United Kingdom

November 2024

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Bottled Water in the United Kingdom

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2024 DEVELOPMENTS

Bottled water experiences current value growth but demand further declines
Flavoured bottled water records most dynamic value growth
Following success of Prime Energy, Generation Z chooses Liquid Death

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Some brands benefit from promotions and pricing strategies, but their target audience remains limited to a specific demographic

PROSPECTS AND OPPORTUNITIES

Demand for concentrates set to continue declining over the forecast period

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Consumers switch to private label and brands offering promotions, reducing share for some of the main juice players

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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