



Juice in the United Kingdom

November 2025

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[Juice in the United Kingdom - Category analysis](#)

KEY DATA FINDINGS

2025 PERFORMANCE

Players invest in innovation as rising costs put pressure on volume sales

INDUSTRY PERFORMANCE

Producers switch to alternative inputs to overcome rising cost pressures

Coconut and other plant waters benefits from the trend toward healthy hydration

WHAT'S NEXT?

Health and functionality set to be the focus of innovation over the forecast period

Digital engagement driving brand visibility and sales

Tighter regulations on sugar content, labelling and marketing on the horizon

COMPETITIVE LANDSCAPE

Innocent and Tropicana remain standout players thanks to ongoing investment in new product development

Players offering healthier options see strong gains

CHANNELS

Hypermarkets and supermarkets dominate with more shelf space given to healthy options

Convenience is king as e-commerce and vending gain share

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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

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