



Sports Drinks in Ireland

November 2025

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Sports Drinks in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Active lifestyles broaden sports drink appeal

INDUSTRY PERFORMANCE

Sports drinks expands beyond athletics to everyday hydration
Reduced sugar sports drinks rises fastest though remains small

WHAT'S NEXT?

Steady growth expected for sports drink category fuelled by daily hydration trends
Focus on reduced-sugar variants to inform innovation
Rising importance of impulse channels for sports drinks distribution

COMPETITIVE LANDSCAPE

Lucozade brand enjoys strong brand lead
Lucozade expands as Britvic enters the fray

CHANNELS

Supermarkets and sport venues drive sports drink sales
Convenience retail benefits from on-the-go demand

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[Soft Drinks in Ireland - Industry Overview](#)

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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Supermarkets leads distribution as convenience stores expands

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