



HW Soft Drinks in Ireland

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality and vitamin fortification redefine value in soft drinks

INDUSTRY PERFORMANCE

Functional drinks gain momentum as consumers seek targeted health benefits

Natural positioning strengthens perceptions of authenticity and wellbeing

No-sugar formulations accelerate under health awareness and price pressures

WHAT'S NEXT

Functionality, regulation and transparency shape future innovation

Natural remains relevant, but functionality takes precedence

No-sugar drinks outperform as reformulation and innovation continue

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[Health and Wellness in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland's health and wellness landscape

INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance

Plant-based, vegetarian and cleaner-label eating gain further ground

WHAT'S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-ireland/report.