



Euromonitor
International

Bottled Water in Ireland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wellness focus and safety concerns lift bottled water

INDUSTRY PERFORMANCE

Healthy choices and warm weather boost bottled water sales
Functional and flavoured variants gain momentum

WHAT'S NEXT?

Water quality concerns on the rise, supporting an increase in bottled water consumption
Functional waters set to expand through innovation
Sustainability and larger formats offer new growth opportunities

COMPETITIVE LANDSCAPE

Britvic leads overall bottled water in 2025
Wholefoods expands through popular Acti-vit brand

CHANNELS

Supermarkets remains the primary distribution channel for bottled water
Convenience stores continues to expand

CATEGORY DATA

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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

COMPETITIVE LANDSCAPE

Coca-Cola maintains leadership, with Britvic close behind

Small niche players gain traction in 2025

CHANNELS

Supermarkets leads distribution as convenience stores expands

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