



HW Soft Drinks in Ireland

January 2026

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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

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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

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