

# Concentrates in Ireland

December 2023

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## Concentrates in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The demand for concentrates is under pressure in 2023  
Healthier image as a promotion strategy  
Britvic Ireland and private label are strong in liquid concentrates

#### PROSPECTS AND OPPORTUNITIES

Stabilisation anticipated in the forecast period  
Healthier and functional options to restore confidence in the category  
Environmental concerns might boost the category

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