

Market Focus: Soft Drinks Accross Europe

Contributed by BMRB
Wednesday, 08 December 2004

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Britons are far more likely than the inhabitants of the other 3 countries to drink diet soft drinks, with over 50% of soft drink consumption being diet/low calories soft drinks. Whereas the other three markets, there is heavy bias towards the regular full sugar variety.

A possible future indicator of soft drink consumption is found in the latest Youth TGI data, where since 1994, the proportion of 11-19-year-olds who drink soft drinks has decreased from 96% to 90%, while mineral water consumption has increased from 21% to 66%. This correlates with a similar increase in agreement, amongst the youth, with the statement "I try not to eat too many sweets,"™ from 42% in 1994, to 47% in 2004.

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