

WHY THE SOFT DRINKS INDUSTRY MATTERS



The European soft drinks industry is a significant contributor to the EU economy and society:



Providing employment

There are **OVER**

500

soft drinks **PRODUCTION FACILITIES** across the EU

The sector supports **OVER**

1.8M **JOBS**

throughout its **VALUE CHAIN**

Every job in the soft drinks sector supports a further 7 jobs in associated industries

Producing
MORE THAN

97%

of **SOFT DRINKS**
WITHIN THE EU





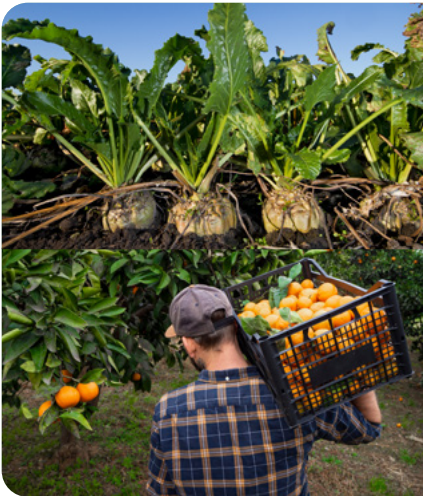
Creating value throughout its **SUPPLY CHAIN** estimated to be **WORTH**

€242B

Delivering almost

€34B

in **TAX CONTRIBUTIONS** to EU Member States



Rooted in the agricultural sector:

OVER 85%

of **SOFT DRINKS INGREDIENTS** are sourced from **WITHIN THE EU**

(e.g. oranges, apples, pears, sugar beet, and berries)

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 UNESDA - Soft Drinks Europe

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