

HW Soft Drinks in China

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising demand for better for you soft drinks amongst health-conscious consumers leads to product development

No sugar holds first place within health and wellness soft drinks in 2022

High fibre records positive growth due to increased awareness of juice's health benefits

PROSPECTS AND OPPORTUNITIES

Demand for health and immunity set to drive growth for fortified/functional soft drinks

No sugar also likely to show promise in health and wellness soft drinks during the forecast period due to the "Three Reduce" policy

Brain health and memory set to rise, with gamers and older people two consumer groups with potential

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Overview

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