

# HW Soft Drinks in Australia

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Soft drinks containing vitamins and those offering immune support remain popular due to consumer demand for healthy alternatives

No sugar leads health and wellness soft drinks in 2022, as consumers are more aware of the negative health impacts associated with a high sugar diet

High fibre records growth within health and wellness soft drinks in 2022 as consumers want to look after their metabolism

#### PROSPECTS AND OPPORTUNITIES

Vegan and vegetarian juice well-positioned for growth

No sugar also set to be the most promising in health and wellness soft drinks to 2027, with potential for legislative measures

Lactose free energy drinks expected to boost lactose free claim over 2022-2027

#### CATEGORY DATA

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

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## Health and Wellness in Australia - Industry Overview

### EXECUTIVE SUMMARY

Overview

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