



HW Soft Drinks in India

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Players respond to consumer demand for sugar reduction

As consumers look for soft drinks to help them in their busy lives, energy boosting leads health and wellness soft drinks in 2023

Consumers continue to turn to natural products as they are regarded as better for their health

PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks expected to increase, buoyed by local production of monk fruit

With consumers looking to fortified/functional drinks to maintain their health, rising demand for good source of vitamins and minerals is expected

Rising demand for brain health and memory in health and wellness soft drinks, with a widening consumer group

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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