

HW Soft Drinks in Sweden

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers and manufacturers focused on reducing the sugar content in soft drinks

No sugar products continue to drive demand for health and wellness soft drinks

Digestive health and energy boosting claims prove popular in 2022 as consumers look to lead healthier and more active lifestyles

PROSPECTS AND OPPORTUNITIES

New players looking to make headway with a growing range of products

No sugar has potential in health and wellness soft drinks to 2027

Discussions around a new sugar tax and sustainability likely to inform new product development

MARKET DATA

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

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

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Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Overview

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