



**Euromonitor
International**

HW Soft Drinks in China

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy boosting leads health and wellness soft drinks in 2023, with products targeting different consumer groups

No sugar maintains growth from an already high base in health and wellness soft drinks in 2023

Demand for benefits beyond hydration drives growth for good source of minerals soft drinks

PROSPECTS AND OPPORTUNITIES

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

Digestive health set to rise strongly as consumer awareness increases

High fibre likely to be one to watch as consumers look to improve their health

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

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in China - 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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