



Euromonitor  
International

# HW Soft Drinks in China

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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

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## 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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