



HW Soft Drinks in the US

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Concern about the overconsumption of sugar leads no sugar to see growing demand

As consumers look to improve their gut health, digestive health and probiotic/prebiotic soft drinks are key

Energy boosting is still one to watch, as consumers seek to cope with busy lives

PROSPECTS AND OPPORTUNITIES

Functional and health benefit claims set to drive growth across soft drinks categories

Natural set to remain a significant health and wellness claim in soft drinks, and will see continued growth

Good source of vitamins set to maintain growth, especially in concentrates

MARKET 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

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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 the US - 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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