



Euromonitor  
International

# HW Soft Drinks in Australia

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Soft drinks with good source of vitamins, high fibre and offering immune support remain popular as consumers look to boost metabolism and overall health

No sugar remains leading health and wellness claim in soft drinks, driven by consumer awareness of negative health impacts associated with a high sugar diet

Energy drinks with health and wellness claims continue to gain momentum

#### PROSPECTS AND OPPORTUNITIES

Vegan and plant-based soft drinks well-positioned for future growth

No sugar to remain in focus as government considers legislative measures to reduce obesity levels in Australia

Energy drinks expected to boost lactose free claim over forecast period

#### 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

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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 Australia - 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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