



HW Soft Drinks in Germany

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Soft drinks with “good source of” claims grow due to rising consumer awareness

Natural remains leading health and wellness claim in soft drinks

Probiotic and immune support gain significance within soft drinks due to greater focus on gut health and metabolism

PROSPECTS AND OPPORTUNITIES

Low fat and no added sugar to gain further popularity as health claims due to rising obesity rates in Germany

Legislation to also play a part in boosting interest in soft drinks low in fat and sugar

Energy boosting offers further growth potential within health and wellness soft drinks due to busier lifestyles in Germany

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

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 Germany - 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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