



HW Soft Drinks in the United Kingdom

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Further dynamic growth for leading no sugar claim in soft drinks, driven by health concerns and HFSS legislation

Good source of vitamins remains popular claim in health and wellness soft drinks in 2023

Probiotic and immune support claims continue to gain momentum as consumers look to strengthen metabolism through functionality and fortification

PROSPECTS AND OPPORTUNITIES

Anti-stress and pro-sleep soft drinks likely to gain ground

No sugar to remain relevant claim in soft drinks, supported by further changes to UK legislation

RTD tea with natural and organic claims set for strong growth

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 the United Kingdom - 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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