



**Euromonitor
International**

HW Soft Drinks in New Zealand

October 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced sugar struggles to appeal, with no sugar the largest claim and drives overall growth, as consumers seek to tackle excess weight
No sugar claims expanding from carbonates and seeing strong growth in other soft drinks categories
Disruptor launch in probiotic carbonates could shake up claim

PROSPECTS AND OPPORTUNITIES

Kombucha set to benefit from myriad health and wellness claims in RTD tea in forecast period
No sugar will remain main growth driver over forecast period despite lack of sugary drinks tax
Weight management will also benefit from consumer weight concerns

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

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 New Zealand - 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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