



Euromonitor
International

HW Soft Drinks in Hong Kong, China

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Better for you claims find appeal with weight-conscious consumers while Asian speciality drinks benefit from increased focus on Chinese medicine
Both of these brands are found in supermarkets and through e-commerce.

Natural is leading claim despite marginal decline in demand

Juice squeezing more sales out of health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Functional soft drinks expected to be key beneficiary of an increasingly health-conscious society

Vitasoy and Coca-Cola set to fuel strong growth in no sugar RTD tea through new product development and marketing

Lactose free and vegan claims likely to see further growth over forecast period

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 Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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