



# HW Soft Drinks in Hong Kong, China

August 2024

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## 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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