



Euromonitor
International

HW Soft Drinks in Canada

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural is leading health and wellness claim in soft drinks

Functional/fortified variants gain ground in soft drinks

Canadians turn away from high sugar and chemical additives

PROSPECTS AND OPPORTUNITIES

Natural will remain leading claim in health and wellness soft drinks over the forecast period, with consumers shifting further away from sugar and artificial sweeteners

Brands face struggle in overcoming energy drinks' negative perception

Functional beverages to pave the way for health and wellness soft drinks

CATEGORY DATA

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Health and Wellness in Canada - 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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