



# HW Soft Drinks in Finland

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No sugar remains the leading health and wellness claim in soft drinks  
Interest in products with functional health benefits continues to rise  
Obesity concerns boost consumption of weight management soft drinks

#### PROSPECTS AND OPPORTUNITIES

Natural soft drinks retain good growth potential  
Energy boosting set to remain one of the most dynamic health and wellness claims  
Products rich in essential nutrients will benefit from growing focus on preventive health

#### CATEGORY DATA

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## Health and Wellness in Finland - 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

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