



# HW Soft Drinks in Spain

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sugary soft drinks linked with rise in childhood obesity in minds of consumers

Natural is the leading health and wellness claim in soft drinks

Growing interest in functional and fortified soft drinks

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Regulatory developments set to reinforce concerns about sugar

Development of plant-based options

Functional and fortified claims may help to address image problems

#### CATEGORY DATA

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### Health and Wellness in Spain - 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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