



HW Soft Drinks in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar is the leading claim as consumers demand healthier soft drink options
Digestive health gains ground as digestive health RTD tea records double-digit growth
Energy boosting claims drive growth while players focus on reducing sugar

PROSPECTS AND OPPORTUNITIES

No sugar continues to drive growth and shape innovation in health and wellness soft drinks
The natural claim gains ground as concern rises surrounding artificial ingredients
A sugar tax would significantly influence new product development in soft drinks

CATEGORY 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

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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 Sweden - 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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