

Naturally Healthy Beverages in Germany

Market Direction | 2022-06-23 | 29 pages | Euromonitor

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Report description:

While German consumers increasingly seek reduced sugar products, there is also greater interest in beverages that are a healthier alternative by containing natural sweeteners such as fruit juice. Despite marginal declines in 2021, demand remains notable for NH flavoured bottled water containing a minimum amount of sugar and calories. Although NH bottled water in Germany is struggling due to consumers switching to tap water, there is still an interest in natural mineral water that is perceived as...

Euromonitor International's Naturally Healthy Beverages in Germany report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: NH Hot Drinks, NH Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Naturally Healthy Beverages market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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