

HW Soft Drinks in Canada

Market Direction | 2024-01-19 | 10 pages | Euromonitor

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Report description:

The momentum regarding the general health and wellness trend preceded even COVID-19, as local consumers searched for ways to prioritise their wellbeing through soft drinks. As the pandemic substantially impacted the lives of consumers, interest in health and wellness surged. Soft drinks was among the categories to have experienced some significant change. Soft drinks witnessed consistent growth during the early stages of the pandemic as consumers spent considerable time at home due to Canada's m...

Euromonitor International's HW Soft Drinks in Canada 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports 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 HW Soft Drinks 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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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Canadians turn away from high sugar and chemical additives for better for you drinks with healthy functions

Natural is leading health and wellness claim in soft drinks

PROSPECTS AND OPPORTUNITIES

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

Natural set to remain leading claim in health and wellness soft drinks over the forecast period

High fibre to grow as consumers look to fortify their nutritional intake through the convenience of soft drinks

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HEALTH AND WELLNESS IN CANADA

EXECUTIVE SUMMARY

Overview

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