

HW Soft Drinks in Germany

Market Direction | 2023-11-03 | 11 pages | Euromonitor

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Report description:

In 2022, health claims within soft drinks that were a good source of antioxidants, minerals or vitamins grew significantly in Germany. This growth was driven by increasing consumer awareness and interest in nutrition and wellness, as Germans sought to enhance their overall health through their beverage choices. Soft drinks players have responded to this demand by highlighting the nutritional content of their products and incorporating these health claims into their marketing strategies. This tre...

Euromonitor International's HW Soft Drinks 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 2018-2022, 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 2027 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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HW SOFT DRINKS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

"Good source of" claims grow in 2022 due to rising consumer awareness

2022 sees natural in the lead in health and wellness soft drinks

Probiotic rises in significance in soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Low fat and low sugar to continue gaining popularity within soft drinks

Legislation to also play a part in boosting interest in low fat and low sugar soft drinks

Energy boosting has potential within health and wellness soft drinks due to busier lifestyles in Germany

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HEALTH AND WELLNESS IN GERMANY

EXECUTIVE SUMMARY

Overview

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