

HW Soft Drinks in New Zealand

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

While low sugar content was the major health and wellness consideration amongst consumers over the review period, COVID-19 has brought functional health and wellness benefits to the forefront of consumer decision making. This has positively impacted fortified and functional soft drinks, which continued to grow in 2022 despite the fact that retail operating conditions have returned to normal since the pandemic. During the review period, energy and hydration were key functional attributes marketed...

Euromonitor International's HW Soft Drinks in New Zealand 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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Functional health at forefront of consumer decision making

2022 sees no sugar in the lead in health and wellness soft drinks

Positive growth for weight management in soft drinks

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No sugar most promising in health and wellness soft drinks to 2027

Digestive health expected to be of growing interest for consumers

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HEALTH AND WELLNESS IN NEW ZEALAND

EXECUTIVE SUMMARY

Overview

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