

## **HW Soft Drinks in Australia**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

As a result of the pandemic, many consumers in Australia are now prioritising their health and looking for ways to improve their overall wellbeing. With cardiovascular diseases on the increase in Australia, health concerns related to the cardiovascular system are a primary concern for consumers, as such problems are perceived to make one more susceptible to infections and hinder recovery. This trend has led to a change in how consumers make their purchasing decisions for soft drinks, driving dem...

Euromonitor International's HW Soft Drinks in Australia 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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July 2024

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**HW SOFT DRINKS IN AUSTRALIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Soft drinks with good source of vitamins, high fibre and offering immune support remain popular as consumers look to boost metabolism and overall health

No sugar remains leading health and wellness claim in soft drinks, driven by consumer awareness of negative health impacts associated with a high sugar diet

Energy drinks with health and wellness claims continue to gain momentum

**PROSPECTS AND OPPORTUNITIES**

Vegan and plant-based soft drinks well-positioned for future growth

No sugar to remain in focus as government considers legislative measures to reduce obesity levels in Australia

Energy drinks expected to boost lactose free claim over forecast period

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**EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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