

HW Soft Drinks in Spain

Market Direction | 2024-08-01 | 14 pages | Euromonitor

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Report description:

Sugary soft drinks have become a particularly strong focus for concerns about the rise in childhood obesity across many markets. The issue of childhood obesity is particularly pressing in Spain, with research from the Instituto de Salud Carlos III and AESAN (Spanish Agency for Food Safety and Nutrition) indicating that more than half of adults and a third of children in Spain are overweight, influenced by factors such as low education and a family history of obesity. For children aged 2 to 17 ye...

Euromonitor International's HW Soft Drinks in Spain 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 SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugary soft drinks linked with rise in childhood obesity in minds of consumers

Natural is the leading health and wellness claim in soft drinks

Growing interest in functional and fortified soft drinks

PROSPECTS AND OPPORTUNITIES

Regulatory developments set to reinforce concerns about sugar

Development of plant-based options

Functional and fortified claims may help to address image problems

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HEALTH AND WELLNESS IN SPAIN

EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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