

## **HW Soft Drinks in Germany**

Market Direction | 2024-08-15 | 15 pages | Euromonitor

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### **Report description:**

Health claims within soft drinks in Germany that were a good source of antioxidants, minerals or vitamins witnessed significant growth in 2023. 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.

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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

HW Soft Drinks in Germany  
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### List Of Contents And Tables

#### HW SOFT DRINKS IN GERMANY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Soft drinks with "good source of" claims grow due to rising consumer awareness

Natural remains leading health and wellness claim in soft drinks

Probiotic and immune support gain significance within soft drinks due to greater focus on gut health and metabolism

##### PROSPECTS AND OPPORTUNITIES

Low fat and no added sugar to gain further popularity as health claims due to rising obesity rates in Germany

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

Energy boosting offers further growth potential within health and wellness soft drinks due to busier lifestyles in Germany

##### MARKET DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

#### HEALTH AND WELLNESS IN GERMANY

##### 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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