

HW Soft Drinks in Sweden

Market Direction | 2024-08-06 | 14 pages | Euromonitor

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Report description:

Boosted by the outbreak of COVID-19, consumers in Sweden have become more nutritionally aware, choosing food and drink with wellness claims to support their every day and long-term health prospects. Ongoing media and professional discussion surrounding the link between high sugar, salt and fat and the risk of high blood pressure, heart disease, obesity, and strokes has further driven opportunities for health and wellness claims in soft drinks. The claim that generated the largest retail value sa...

Euromonitor International's HW Soft Drinks in Sweden 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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar is the leading claim as consumers demand healthier soft drink options
Digestive health gains ground as digestive health RTD tea records double-digit growth
Energy boosting claims drive growth while players focus on reducing sugar

PROSPECTS AND OPPORTUNITIES

No sugar continues to drive growth and shape innovation in health and wellness soft drinks
The natural claim gains ground as concern rises surrounding artificial ingredients
A sugar tax would significantly influence new product development in soft drinks

CATEGORY DATA

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HEALTH AND WELLNESS IN SWEDEN

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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