

HW Soft Drinks in the United Kingdom

Market Direction | 2024-08-05 | 15 pages | Euromonitor

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Report description:

Local consumers are increasingly prioritising perceived healthier soft drinks, not only due to greater concerns over their health or to a more expanded knowledge of their own needs, but also because of the more expensive retail prices of soft drinks with higher sugar content. This is because a sugar tax was introduced in 2018 in the UK (Soft Drinks Industry Levy). The levy is paid to HMRC by the packager for drinks produced in the UK, or importer for drinks produced overseas, at the following le...

Euromonitor International's HW Soft Drinks in United Kingdom 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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HW SOFT DRINKS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further dynamic growth for leading no sugar claim in soft drinks, driven by health concerns and HFSS legislation

Good source of vitamins remains popular claim in health and wellness soft drinks in 2023

Probiotic and immune support claims continue to gain momentum as consumers look to strengthen metabolism through functionality and fortification

PROSPECTS AND OPPORTUNITIES

Anti-stress and pro-sleep soft drinks likely to gain ground

No sugar to remain relevant claim in soft drinks, supported by further changes to UK legislation

RTD tea with natural and organic claims set for strong growth

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HEALTH AND WELLNESS IN THE UNITED KINGDOM

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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