

HW Soft Drinks in New Zealand

Market Direction | 2024-10-04 | 15 pages | Euromonitor

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Report description:

New Zealand's obesity epidemic remained in the spotlight towards the end of the review period as the government took steps to educate the local population about the serious long-term health dangers of being overweight or obese and the fact that a diet high in sugar is one of the major factors that contributes to obesity. According to Euromonitor International's Economies and Consumers data, 36% of the over 18-year-old population of New Zealand was overweight (BMI 25-30kg/sq m) in 2023, whilst 36...

Euromonitor International's HW Soft Drinks in New Zealand 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 NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced sugar struggles to appeal, with no sugar the largest claim and drives overall growth, as consumers seek to tackle excess weight

No sugar claims expanding from carbonates and seeing strong growth in other soft drinks categories

Disruptor launch in probiotic carbonates could shake up claim

PROSPECTS AND OPPORTUNITIES

Kombucha set to benefit from myriad health and wellness claims in RTD tea in forecast period

No sugar will remain main growth driver over forecast period despite lack of sugary drinks tax

Weight management will also benefit from consumer weight concerns

CATEGORY DATA

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HEALTH AND WELLNESS IN NEW ZEALAND

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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