

## **HW Soft Drinks in New Zealand**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **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.

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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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 New Zealand  
Euromonitor International  
October 2024

### List Of Contents And Tables

#### 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

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 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

##### DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## HW Soft Drinks in New Zealand

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com