

## **HW Soft Drinks in China**

Market Direction | 2024-10-07 | 15 pages | Euromonitor

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### **Report description:**

Consumers are increasingly looking for health benefits from the foods and drinks that they consume. Meanwhile, people in China are leading busier lives, and there is thus high consumer demand for energy boosting soft drinks. A significant proportion of the consumer base works or studies for long hours, and favours energy boosting soft drinks to remain focused, overcome fatigue, and keep refreshed. Another major consumer group is gamers, with gamers and e-sports communities having adopted energy...

Euromonitor International's HW Soft Drinks in China 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 CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy boosting leads health and wellness soft drinks in 2023, with products targeting different consumer groups

No sugar maintains growth from an already high base in health and wellness soft drinks in 2023

Demand for benefits beyond hydration drives growth for good source of minerals soft drinks

PROSPECTS AND OPPORTUNITIES

No sugar also likely to show promise in health and wellness soft drinks during the forecast period due to the "Three Reduce" policy

Digestive health set to rise strongly as consumer awareness increases

High fibre likely to be one to watch as consumers look to improve their health

CATEGORY DATA

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HEALTH AND WELLNESS IN CHINA

EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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