

# HW Soft Drinks in Australia

<https://marketpublishers.com/r/H687E783FB41EN.html>

Date: November 2023

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: H687E783FB41EN

## Abstracts

As a result of the COVID-19 pandemic, more and more consumers are prioritising their health and looking for ways to improve their overall health and wellbeing. With cardiovascular diseases on the increase in Australia, health concerns related to the cardiovascular system are a primary concern for consumers, as such problems are perceived to make one more susceptible to COVID-19 infection and hinder recovery. This trend has led to a change in how consumers make their purchasing decisions for food...

Euromonitor International's HW Soft Drinks in Australia 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 2018-2022, 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 2027 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, 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.

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Euromonitor International  
January 2024

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Soft drinks containing vitamins and those offering immune support remain popular due to consumer demand for healthy alternatives

No sugar leads health and wellness soft drinks in 2022, as consumers are more aware of the negative health impacts associated with a high sugar diet

High fibre records growth within health and wellness soft drinks in 2022 as consumers want to look after their metabolism

### PROSPECTS AND OPPORTUNITIES

Vegan and vegetarian juice well-positioned for growth

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### HEALTH AND WELLNESS IN AUSTRALIA

## EXECUTIVE SUMMARY

Overview

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