

# HW Soft Drinks in China

<https://marketpublishers.com/r/H5BEA78642F3EN.html>

Date: November 2023

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: H5BEA78642F3EN

## Abstracts

Chinese consumers are becoming increasingly health-conscious and concerned about the negative health effects of excessive sugar consumption. This has led to the rise of better for you soft drinks, including low and no sugar drinks. This is also being driven by the “Three Reduce” policy, implemented by the government in 2022, which aims to reduce the amount of sugar, salt and fat consumed, to improve the health of the population. The growth of low sugar and no sugar drinks has also been significa...

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 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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No sugar holds first place within health and wellness soft drinks in 2022

High fibre records positive growth due to increased awareness of juice's health benefits

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Demand for health and immunity set to drive growth for fortified/functional soft drinks

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