

HW Soft Drinks in Germany

<https://marketpublishers.com/r/HD48DF111BA2EN.html>

Date: November 2023

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: HD48DF111BA2EN

Abstracts

In 2022, health claims within soft drinks that were a good source of antioxidants, minerals or vitamins grew significantly in Germany. This growth was driven by increasing consumer awareness and interest in nutrition and wellness, as Germans sought to enhance their overall health through their beverage choices. Soft drinks players have responded to this demand by highlighting the nutritional content of their products and incorporating these health claims into their marketing strategies. This tre...

Euromonitor International's HW Soft Drinks in Germany 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.

Contents

HW Soft Drinks in Germany
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW SOFT DRINKS IN GERMANY
KEY DATA FINDINGS

2022 DEVELOPMENTS

“Good source of” claims grow in 2022 due to rising consumer awareness

2022 SEES NATURAL IN THE LEAD IN HEALTH AND WELLNESS SOFT DRINKS

Probiotic rises in significance in soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Low fat and low sugar to continue gaining popularity within soft drinks

Legislation to also play a part in boosting interest in low fat and low sugar soft drinks

Energy boosting has potential within health and wellness soft drinks due to busier lifestyles in Germany

CATEGORY DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN GERMANY

EXECUTIVE SUMMARY

Overview
DISCLAIMER

I would like to order

Product name: HW Soft Drinks in Germany

Product link: <https://marketpublishers.com/r/HD48DF111BA2EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HD48DF111BA2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970