

HW Soft Drinks in Sweden

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Abstracts

The shift from traditional or sugary alternatives, such as Coca-Cola and Pepsi, to low/no sugar variants, like Coca-Cola Zero Sugar, Coca-Cola Light, and Pepsi Max, is not a new trend, but it is the longest standing health trend in soft drinks. This trend is not just limited to carbonates either with low/no added sugar variants becoming more commonplace and popular in concentrates and energy drinks as well. As such, this remains the most important area of health and wellness soft drinks in Swede...

Euromonitor International's HW Soft Drinks in Sweden 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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HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Overview

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