

HW Soft Drinks in the US

<https://marketpublishers.com/r/H04205D398D9EN.html>

Date: November 2023

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: H04205D398D9EN

Abstracts

Due to the negative health effects of COVID-19, during the pandemic shoppers began buying beverages to boost their health, preferring products which claimed benefits such as immune system support. Demand grew for functionality, and thanks to the internet and social media, beverages containing functional ingredients that provide claimed health benefits have become part of mainstream consumerism. Across categories, functionality is now a key component of product innovation, labelling, and competit...

Euromonitor International's HW Soft Drinks in USA 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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HEALTH AND WELLNESS IN THE US

EXECUTIVE SUMMARY

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