

Naturally Healthy Beverages in Australia

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Abstracts

Naturally healthy (NH) beverages in Australia declined slightly in current value terms in 2021, following a similar decline in 2020. Much of this decline was confined to one category, NH bottled water, the consumption of which plummeted in both 2020 and 2021. The COVID-19 pandemic had a huge impact on sales of NH bottled water in Australia, as many of the category's primary consumption occasions became far less frequent. A large proportion of still bottled water has traditionally been sold throu...

Euromonitor International's Naturally Healthy Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: NH Hot Drinks, NH Soft 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 Naturally Healthy Beverages 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

NATURALLY HEALTHY BEVERAGES IN AUSTRALIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Naturally healthy beverages suffers from decline for NH bottled water

Green tea sees rising popularity

Aloe vera: The new superfruit

PROSPECTS AND OPPORTUNITIES

Better growth potential for carbonated bottled water

More opportunities to drink herbal tea

Matcha goes mainstream

CATEGORY DATA

Table 1 Sales of NH Beverages by Category: Value 2016-2021

Table 2 Sales of NH Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of NH Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of NH Beverages: % Value 2018-2021

Table 5 Distribution of NH Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of NH Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN AUSTRALIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026

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SOURCES

Summary 1 Research Sources

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