

# Naturally Healthy Beverages in Russia

<https://marketpublishers.com/r/N0A9A720E31EN.html>

Date: February 2022

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: N0A9A720E31EN

## Abstracts

Naturally healthy bottled water accounts for the bulk of retail current value sales in NH beverages. Having slowed significantly during 2020, the rate of growth in retail current value sales of NH bottled water accelerated during 2021. NH natural mineral water and NH spring water remained strong performers due to their relatively affordable pricing at a time of financial uncertainty, combined with low unit price growth compared with the average for naturally healthy beverages. These areas also b...

Euromonitor International's Naturally Healthy Beverages in Russia 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.

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Heightened consumer interest in health and wellness continues to drive growth in demand for NH bottled water

With a widening product offer, fruit/herbal tea continues to gain ground on green tea in NH hot drinks

Growing wariness of sugar pushes consumers towards NH 100% juice

#### PROSPECTS AND OPPORTUNITIES

New regulations will raise costs for manufacturers of NH bottled water

Products positioned as supporting immune system wellbeing will perform particularly well

NH fruit/herbal tea will appeal to those seeking to reduce their caffeine consumption

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