

# Striving for Wellbeing in Drinks and Tobacco: Personal Health Technology and Beverages

<https://marketpublishers.com/r/S0EA94737066EN.html>

Date: January 2022

Pages: 35

Price: US\$ 1,325.00 (Single User License)

ID: S0EA94737066EN

## Abstracts

Data from personal health technology – wearables, smart fitness machines and apps - is being used to change and improve consumer nutrition and consumption routines. Health tech will have an outsized impact on the beverage industry, as the physiological impact of key ingredients like alcohol, sugar and caffeine can be evaluated by consumers. The impact of functional beverages like energy and sports drinks can be tracked, scored and better understood, with implications for drinks brands.

Euromonitor International's Striving for Wellbeing in Drinks and Tobacco: Personal Health Technology and Beverages global briefing offers an insight into to the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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

### Introduction

The growing role of personal health technology and data in health and nutrition

“Does this actually do anything?” How personal health technology can impact beverage innovation

## I would like to order

Product name: Striving for Wellbeing in Drinks and Tobacco: Personal Health Technology and Beverages

Product link: <https://marketpublishers.com/r/S0EA94737066EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S0EA94737066EN.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