



Health and Wellness in China

November 2023

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Health and Wellness in China

EXECUTIVE SUMMARY

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DISCLAIMER

HW Hot Drinks in China

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumer interest in fortified/functional hot drinks drives growth in 2022

Continued concern not only about COVID-19, but also other infectious diseases, means immune support leads health and wellness hot drinks

Interest in particular diets boosts interest in the keto claim within health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

The growing importance of hot drinks in providing health benefits to consumers

Natural likely to show significant promise in health and wellness hot drinks during the forecast period as illness prevention remains paramount

As more consumers seek to take care of their health, no allergens is set to show promise over the forecast period

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Rising demand for better for you soft drinks amongst health-conscious consumers leads to product development

No sugar holds first place within health and wellness soft drinks in 2022

High fibre records positive growth due to increased awareness of juice's health benefits

PROSPECTS AND OPPORTUNITIES

Demand for health and immunity set to drive growth for fortified/functional soft drinks

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Clean label will be one to watch, as Chinese consumers’ awareness of health and food safety rises, while regulations are set to tighten

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PROSPECTS AND OPPORTUNITIES

Clean label will continue to rise in staple foods

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