

HW Soft Drinks in the US

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Functional attributes drive growth across soft drinks

Although growth slows as concern about the pandemic eases, natural continues to lead health and wellness soft drinks

Digestive health and prebiotic soft drinks emerge as key drivers of health and wellness growth within functional soft drinks

PROSPECTS AND OPPORTUNITIES

Low sugar investment will be met with growing demand

Balancing no added sugar with vitamin and benefit claims is key to reigniting growth in juice

Lactose free will be one to watch, as consumers seek to take care of their own health

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

[Health and Wellness in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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