



# HW Soft Drinks in the United Kingdom

November 2023

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#### 2022 DEVELOPMENTS

Further dynamic growth for low sugar variants of UK soft drinks

Good source of vitamins leads claims in health and wellness soft drinks in 2022

High protein shows good growth in 2022 as consumers search for greater functionality

#### PROSPECTS AND OPPORTUNITIES

Anti-stress and pro-sleep soft drinks likely to gain ground

No sugar to remain relevant claim in soft drinks, supported by changes to UK legislation

Low fat set to become more relevant over the forecast period

#### CATEGORY DATA

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

### EXECUTIVE SUMMARY

Overview

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