



# HW Soft Drinks in New Zealand

November 2023

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### 2022 DEVELOPMENTS

Functional health at forefront of consumer decision making  
2022 sees no sugar in the lead in health and wellness soft drinks  
Positive growth for weight management in soft drinks

### PROSPECTS AND OPPORTUNITIES

Competition from no alcohol RTDs as consumer preferences converge  
No sugar most promising in health and wellness soft drinks to 2027  
Digestive health expected to be of growing interest for consumers

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Overview

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