



# HW Soft Drinks in Hong Kong, China

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

RTD herbal tea gains traction with heightened health and wellness awareness among local consumers

Natural is leading claim despite marginal decline in demand

Niche of bone and joint health finds growing significance in health and wellness soft drinks

### PROSPECTS AND OPPORTUNITIES

Functional soft drinks as a major driver over the forecast period

No sugar offers further growth potential in soft drinks, driven by general health concerns over impact of high sugar intake

Lactose free to see further growth over forecast period

### CATEGORY DATA

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## Health and Wellness in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Overview

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