



HW Soft Drinks in Canada

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Canadians turn away from high sugar and chemical additives for better for you drinks with healthy functions
Natural is leading health and wellness claim in soft drinks

PROSPECTS AND OPPORTUNITIES

Functional beverages to pave the way for health and wellness soft drinks
Natural set to remain leading claim in health and wellness soft drinks over the forecast period
High fibre to grow as consumers look to fortify their nutritional intake through the convenience of soft drinks

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Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Overview

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