Health and Wellness in the United Kingdom

December 2025

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Health and Wellness in the United Kingdom

EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales

Consumers demand healthier, natural, and ethical products

WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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HW Hot Drinks in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing focus on wellness and new HFSS regulations shaking up the market

INDUSTRY PERFORMANCE

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No caffeine hot drinks find a growing audience backed by new product development

WHAT'S NEXT

Consumers expected to demand functional, plant-based and personalised offerings

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Natural claims set to be a growing featured of the market

CATEGORY DATA

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HW Soft Drinks in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers looking to make healthier choices when it comes to soft drinks

INDUSTRY PERFORMANCE

Functional and low/no sugar products attract growing interest

Consumers focus on multifunctional soft drinks with added vitamins

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INDUSTRY PERFORMANCE

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Low fat products losing their appeal due to perceptions of being overly processed
High protein products see growing demand, supported by new product development

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Vegetarian claims add value in an increasingly challenging market

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