



Euromonitor
International

HW Soft Drinks in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Chinese consumers continue to make healthier soft drinks choices

INDUSTRY PERFORMANCE

Growing preference for clean label varieties especially pronounced in RTD tea
Energy boosting remains the leading health and wellness claim in value terms
Preventive health trend continues to favour good source of vitamins soft drinks

WHAT'S NEXT

Products with functional, plant-based and natural claims set to become more popular
Energy boosting and no sugar soft drinks retain solid growth prospects
Outlook for good source of vitamins claim remains favourable

CATEGORY DATA

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Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity
Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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