



Euromonitor
International

HW Soft Drinks in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The growing health and wellness movement continues to inform sales of soft drinks

INDUSTRY PERFORMANCE

Demand for health and wellness soft drinks grows despite economic pressures
Natural claims have become the cornerstone of the health and wellness movement
Rising health concerns steer consumers away from sugary soft drinks

WHAT'S NEXT

Market development set to be driven by an increasing focus on health and sustainability
Traditional Chinese medicine opens up new opportunities for natural soft drinks
Growing campaigns to reduce sugar intake set to inform new product development

CATEGORY DATA

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows
Clean label trend fuelling demand for natural and organic claims

WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-hong-kong-china/report.