



HW Soft Drinks in Canada

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-conscious hydration drives growth despite tighter regulatory scrutiny

INDUSTRY PERFORMANCE

Health consciousness, functional hydration and regulatory oversight shape the category
Natural positioning gains traction through plant-based and functional innovation
Sugar avoidance reshapes demand across soft drink categories

WHAT'S NEXT

Health-led innovation continues, moderated by inflation and regulatory change
Natural claims evolve towards authenticity and targeted communication
No sugar gains momentum as reformulation accelerates

CATEGORY DATA

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Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Health consciousness strengthens, but affordability tempers choices

INDUSTRY PERFORMANCE

Sugar reduction and functional nutrition shape everyday consumption
Plant-based and clean-label trends reshape category dynamics

WHAT'S NEXT

Health-driven innovation will persist, with value and regulation shaping outcomes

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