



HW Soft Drinks in China

January 2026

Table of Contents

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

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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