



HW Soft Drinks in the US

January 2026

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HW Soft Drinks in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

New players shaking up the carbonates market with functional offerings

No sugar claims gain traction in carbonates

Energy boosting claims on the rise across the soft drinks market

WHAT'S NEXT

Premiumisation should help propel health and wellness claims

Producers will need to invest in innovation and marketing to remain relevant

Functional claims expected to become more diversified and more pronounced

CATEGORY DATA

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[Health and Wellness in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages

High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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