



Euromonitor
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HW Soft Drinks in the United Kingdom

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HW Soft Drinks in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

Functional and low/no sugar products attract growing interest

Consumers focus on multifunctional soft drinks with added vitamins

Natural claims find favour with health conscious consumers

WHAT'S NEXT

Less sugar, more functionality

Players set to focus on adding vitamins to add value to their ranges

Natural claims set to be a key focus of new product development

CATEGORY DATA

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

EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales

Consumers demand healthier, natural, and ethical products

WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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