



HW Soft Drinks in New Zealand

January 2026

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HW Soft Drinks in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar soft drinks remain central as wellness choices become everyday habits

INDUSTRY PERFORMANCE

Functional wellness beverages gain momentum beyond energy and hydration occasions

Sugar reduction remains a priority as portion control and policy discussions intensify

Naturally flavoured sparkling water expands as the “clean refreshment” alternative

WHAT'S NEXT

Emotional wellbeing and tailored functionality are expected to deepen category segmentation

No sugar soft drinks are set to expand further through reformulation and portfolio commitments

Natural soft drinks will benefit from clean labels, sustainability cues, and local authenticity

CATEGORY DATA

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Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities

“Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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