



HW Soft Drinks in Canada

January 2026

Table of Contents

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

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 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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