



**Euromonitor
International**

HW Soft Drinks in the US

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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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