

# HW Soft Drinks in Germany

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

“Good source of” claims grow in 2022 due to rising consumer awareness

2022 sees natural in the lead in health and wellness soft drinks

Probiotic rises in significance in soft drinks in 2022

### PROSPECTS AND OPPORTUNITIES

Low fat and low sugar to continue gaining popularity within soft drinks

Legislation to also play a part in boosting interest in low fat and low sugar soft drinks

Energy boosting has potential within health and wellness soft drinks due to busier lifestyles in Germany

### CATEGORY DATA

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

## EXECUTIVE SUMMARY

Overview

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