

HW Soft Drinks in Spain

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Better for you claims gain momentum in health and wellness soft drinks in 2022

Natural is leading claim within health and wellness soft drinks in 2022

Growth for probiotic as consumers look to strengthen metabolism and immune systems through gut health

PROSPECTS AND OPPORTUNITIES

Focus on dietary and free from in RTD coffee as consumers resume busy lifestyles

Greater focus on health and higher tax to drive demand for no sugar soft drinks

Growth expected for high fibre over forecast period

MARKET DATA

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Health and Wellness in Spain - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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