



Wellness Sodas

Globally, the trend for wellness sodas is reshaping the carbonated soft drinks (CSD) landscape, as consumers increasingly seek beverages that offer more than just refreshment. Health and wellness has become central to innovation, with brands introducing sodas that balance great taste delivery combined with functional benefits such as digestive support, immune health, relaxation, enhanced hydration and even protein maxxing.

The number of global CSD launches with functional claims, particularly those related to gut health, has been increasing rapidly. The gut health trend is particularly prominent, with prebiotic and probiotic sodas gaining traction in North America, Europe, and Asia-Pacific. In North America, brands like Olipop and Poppi have popularised prebiotic & probiotic sodas, leading to major investments and acquisitions by large beverage companies.

- 68% of UK carbonated soft drink (CSD) drinkers are interested in gut healthy sodas. (Mintel, 2025)
- 24% of US Gen Zs consider hydration a key factor when choosing a soda drink. (Mintel, 2025)
- 65% of US functional soda drinkers consumed these beverages more than once a week, a rate comparable to diet and natural sodas. (Mintel, 2025)
- Wellness sodas are packed with functional ingredients like probiotics and prebiotics, adaptogens and nootropics, electrolytes and even protein. (The Food People, 2025)

On the Shelves



Evolution Fresh Lemon Lime Functional Soda contains real squeezed juice, prebiotics and probiotics. (US)



Cove Soda Probiotic Soda Holiday Variety Pack, includes Cranberry and Ginger Ale Probiotic Sodas. Each can has 1 billion CFU of probiotics plus vitamin C. (Canada)



Mighty Soda Strawberry Vanilla contains prebiotics, probiotics and postbiotics. (US)



Popwell prebiotic soda with fibre, vitamin C, vitamin B, zinc and antioxidants in Blackberry Lime, Tropical Mango and Cherry Citrus. (US)



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On the Shelves



Sun Sip, Dr Bubbles and Cream Soda flavours with prebiotics. (US)



Bloom Nutrition prebiotic soda in Shirley Temple, Raspberry Lemon and Orange. (US)



Fhirst Lemon and Lime contains prebiotics and probiotics with zero sugar. (UK)



Posca Hydrate is sugar free hypertonic drink in Grape, Yuzu and Pineapple. (AU)

Wellness sodas are delivering more than just functional benefits to the carbonated soft drinks category. They are delivering flavour excitement, street cred and fun without the downside associated with consuming traditional sodas.

In ANZ, wellness sodas are experiencing strong growth, driven by consumer demand for products that combine enjoyable taste with tangible health benefits. Local brands like Moodi and Alive are launching sodas with added prebiotics, probiotics, and high fibre content, specifically marketed for gut and digestive health, catering to consumers' desire for healthier options.

The movement away from traditional sodas towards those that support gut health, mental wellbeing, and hydration is reshaping the CSD landscape, offering significant growth opportunities for brands that tap into these evolving consumer priorities.



HW Hawkins Watts Offerings

- ✓ Natural flavours and colours.
- ✓ Prebiotics, probiotics and postbiotics.
- ✓ Health & nutrition ingredients.
- ✓ Natural sweeteners and sweetening systems.
- ✓ Taste modulators and masking flavours.
- ✓ Textural solutions.

Please contact Hawkins Watts for more information
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