



Health and Wellness in Germany

November 2023

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Germany

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2022 DEVELOPMENTS

Functional and health benefit claims support growth of hot drinks in 2022

2022 sees natural remain leading claim within health and wellness hot drinks

High fibre intake via hot drinks becomes more common

PROSPECTS AND OPPORTUNITIES

Growing awareness of specific health claims set to support demand for health and wellness hot drinks over forecast period

Natural likely to retain strength in health and wellness hot drinks over forecast period

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