

# Other Hot Drinks in Canada

December 2023

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## Other Hot Drinks in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chocolate-based flavoured powder drinks remained the dominant subcategory in 2023

Nestlé Canada continues to dominate in 2023

E-commerce remains a valuable distribution channel in 2023

#### PROSPECTS AND OPPORTUNITIES

Other hot drinks will continue to be hindered by the growing health and wellness trend

Convenience and on-the-go nature of chocolate-based flavoured powder drinks will remain a key driver for growth

Cross-category innovation may fuel growth in the years ahead

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