



Health and Wellness in Ireland

January 2024

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Health and Wellness in Ireland

EXECUTIVE SUMMARY

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DISCLAIMER

HW Hot Drinks in Ireland

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2022 DEVELOPMENTS

Tea with natural positioning and various wellness claims continue to attract local consumers

Natural is leading claim as consumers seek healthier hot drinks

No allergens driven by health concerns and greater awareness of intolerances

PROSPECTS AND OPPORTUNITIES

Functional properties to increase demand for hot drinks over the forecast period

Natural to remain the leading health and wellness claim in hot drinks as consumers look to avoid artificial ingredients

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