

HW Hot Drinks in the US

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Striking a balance between energy and calm

Health concerns see no allergens in the lead in health and wellness hot drinks

Health concerns drive interest in no sugar in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Increasing fragmentation of functional claims to take place

Dairy free to see high incremental growth within health and wellness hot drinks to 2027, as consumers care for their health, the environment, and animal welfare

Low fat set to grow over the forecast period, as consumers seek to control weight and maintain health

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Overview

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