

# HW Hot Drinks in Japan

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fortification and functionality remain key areas of interest for health-conscious consumers

Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens boosted by consumers being more careful with their diet

#### PROSPECTS AND OPPORTUNITIES

More products are expected to offer mental health benefits

Good source of vitamins shows promise within health and wellness hot drinks to 2027, as consumers look to boost their metabolism

Cardiovascular health expected to rise, with older consumers especially keen to maintain heart health

#### CATEGORY DATA

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

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

### Health and Wellness in Japan - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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