

# HW Hot Drinks in France

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fruit/herbal tea products with calming claims gain popularity as pace of life accelerates

Organic still the leading health and wellness claim in hot drinks in France

Probiotic hot drinks boosted by innovation and marketing

#### PROSPECTS AND OPPORTUNITIES

Limited growth potential for no caffeine products despite rising health concerns

Organic will remain the leading health and wellness claim by some distance

Dairy free claim set to rise due to consumer efforts to reduce dairy intake

#### CATEGORY DATA

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[Health and Wellness in France - Industry Overview](#)

### EXECUTIVE SUMMARY

Overview

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