

HW Hot Drinks in Switzerland

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling demand for hot drinks generally hits health and wellness hot drinks hard
2022 sees natural drinks lead the way as consumers adopt a holistic approach to health
Brain health and memory posts growth post-COVID-19

PROSPECTS AND OPPORTUNITIES

Numerous trends set to emerge from the rising interest in health and wellness hot drinks
Natural set to remain the largest health and wellness hot drinks category
Probiotic hot drinks set to rise in significance

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

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Overview

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