



# HW Hot Drinks in Finland

November 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Wellbeing wanted from tea

Organic holds first place within health and wellness hot drinks in 2022

No sugar hot drinks prove more popular in 2022

### PROSPECTS AND OPPORTUNITIES

Private label sophistication taps into health and wellness trend

Plant-based offers promise in health and wellness hot drinks to 2027

Dairy free to see rising demand over the forecast period, but overall interest in health and wellness hot drinks may be boosted further by a health tax

### 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

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Finland - Industry Overview

### EXECUTIVE SUMMARY

Overview

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