

HW Hot Drinks in Italy

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers willing to pay more for clearly defined health benefits but economic pressures limit stronger gains

Natural fresh coffee remains the key sales driver in 2022

Health conscious consumers look to reduce their intake of sugar, fat, salt and caffeine

PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Natural claims tap into a growing desire to follow a clean and healthy lifestyle

Digestive health expected to offer growth opportunities

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

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

EXECUTIVE SUMMARY

Overview

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