

# HW Hot Drinks in Spain

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Organic is rising claim within health and wellness hot drinks in 2022

Natural leads health and wellness hot drinks in 2022 despite marginal drop in demand

Low sugar supported by VAT increase in sugary beverages

#### PROSPECTS AND OPPORTUNITIES

Rising digestive health and mental health concerns to shape new health and wellness claims

Natural to retain strength as claim in hot drinks, as consumers look to avoid artificial ingredients

Plant-based driven by rising flexitarian population

#### MARKET DATA

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

### EXECUTIVE SUMMARY

Overview

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