

HW Hot Drinks in Sweden

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic coffee and fortified tea two areas to look out for in 2022 against a backdrop of economic uncertainty

Organic claims prove popular among health conscious consumers in 2022

No sugar a growing claim in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Organic coffee and fortified tea showing the most promise in health and wellness hot drinks

New product development could help stir up interest in low sugar and organic other hot drinks

Rising number of vegetarians and vegans presenting new opportunities for growth and development

MARKET DATA

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Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Overview

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