

# HW Hot Drinks in Austria

December 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Low caffeine and organic form key planks of the drive towards healthier lifestyles

Natural hot drinks lead the way in health and wellness hot drinks in 2022

Good source of vitamins see positive growth within health and wellness hot drinks in 2022

### PROSPECTS AND OPPORTUNITIES

Range of healthier alternatives and superfoods to expand in response to rising interest

Plant-based to emerge as the most promising health and wellness hot drinks category

Good source of antioxidants set to record growth over forecast period

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Overview

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