

HW Hot Drinks in Canada

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Transparency within organic and natural coffee and tea drives health and wellness hot drinks

2022 sees natural as leading claim within health and wellness hot drinks

Probiotic supported by heightened health and wellness awareness and focus on gut health

PROSPECTS AND OPPORTUNITIES

Fortified/functional tea to become key area of focus

Organic and natural will continue to drive health and wellness claims in hot drinks over the forecast period

No allergens to make gains over the forecast period

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 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Overview

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