

# HW Hot Drinks in China

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Consumer interest in fortified/functional hot drinks drives growth in 2022

Continued concern not only about COVID-19, but also other infectious diseases, means immune support leads health and wellness hot drinks

Interest in particular diets boosts interest in the keto claim within health and wellness hot drinks

### PROSPECTS AND OPPORTUNITIES

The growing importance of hot drinks in providing health benefits to consumers

Natural likely to show significant promise in health and wellness hot drinks during the forecast period as illness prevention remains paramount

As more consumers seek to take care of their health, no allergens is set to show promise over the forecast period

### CATEGORY DATA

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## Health and Wellness in China - Industry Overview

### EXECUTIVE SUMMARY

Overview

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