

HW Hot Drinks in Australia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers value hot drinks that address health concerns, but high prices and uncertainty about health benefits contribute to decline for organic Natural has the leading sales in health and wellness hot drinks in 2022, although concerns about taste prevent growth Vegetarian claim rises in importance in 2022, as more consumers consider such products for reasons including health, animal welfare, and the environment

PROSPECTS AND OPPORTUNITIES

Rising consumer knowledge of health and diet set to drive growth for organic hot drinks and products for immune health As consumers try to avoid overprocessed drinks, natural is also expected to be the most promising in health and wellness hot drinks to 2027 Lactose free set to rise in significance over the forecast period, but no sugar, fat, and salt are also expected to see increases

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 Australia - Industry Overview

EXECUTIVE SUMMARY

Overview

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