

HW Hot Drinks in Germany

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Functional and health benefit claims support growth of hot drinks in 2022
2022 sees natural remain leading claim within health and wellness hot drinks
High fibre intake via hot drinks becomes more common

PROSPECTS AND OPPORTUNITIES

Growing awareness of specific health claims set to support demand for health and wellness hot drinks over forecast period
Natural likely to retain strength in health and wellness hot drinks over forecast period
Cardiovascular health expected to see increased interest, supported by concerns over rising rates of obesity and heart disease

CATEGORY DATA

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Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Overview

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