



Euromonitor
International

HW Hot Drinks in New Zealand

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks expand as consumers moderate sweetness without giving up routine comfort

INDUSTRY PERFORMANCE

Local flavour pride and mindful consumption influence hot drinks choices
Natural wellness ingredients strengthen their role in hot drink innovation
Sugar reduction becomes a mainstream expectation across hot drinks

WHAT'S NEXT

Functional benefits and mental wellbeing cues are expected to shape innovation
Natural positioning is set to evolve through transparency and authenticity cues
No sugar hot drinks will grow as new players enter with clean-label indulgence

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities
“Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-hot-drinks-in-new-zealand/report.