

HW Hot Drinks in Hong Kong, China

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising health awareness and changing attitudes drive demand for low and no added sugar

Good source of vitamins is leading claim as consumers search for fortified hot drinks

Digestive health driven by demand for varied health benefits

PROSPECTS AND OPPORTUNITIES

Hot drinks to see increasing premiumisation, mainly driven by consumer willingness to pay more for health-specific claims

Natural and organic offer further growth potential in hot drinks driven by move away from artificial ingredients

Energy boosting to see sustained demand

CATEGORY DATA

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Overview

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