



HW Hot Drinks in France

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fruit/herbal tea products with calming claims gain popularity as pace of life accelerates

Organic still the leading health and wellness claim in hot drinks in France

Probiotic hot drinks boosted by innovation and marketing

PROSPECTS AND OPPORTUNITIES

Limited growth potential for no caffeine products despite rising health concerns

Organic hot drinks set to see further investment as demand grows

Dairy free claim and plant-based claims set to increase due to consumer efforts to reduce their dairy intake

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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