

# **HW Hot Drinks in Finland**

November 2023

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## HW Hot Drinks in Finland - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Wellbeing wanted from tea

Organic holds first place within health and wellness hot drinks in 2022

No sugar hot drinks prove more popular in 2022

## PROSPECTS AND OPPORTUNITIES

Private label sophistication taps into health and wellness trend

Plant-based offers promise in health and wellness hot drinks to 2027

Dairy free to see rising demand over the forecast period, but overall interest in health and wellness hot drinks may be boosted further by a health tax

#### **CATEGORY DATA**

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- Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022
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## **EXECUTIVE SUMMARY**

Overview

### **DISCLAIMER**

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