

# HW Hot Drinks in Italy

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers willing to pay more for clearly defined health benefits but economic pressures limit stronger gains

Natural fresh coffee remains the key sales driver in 2022

Health conscious consumers look to reduce their intake of sugar, fat, salt and caffeine

#### PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Natural claims tap into a growing desire to follow a clean and healthy lifestyle

Digestive health expected to offer growth opportunities

#### CATEGORY DATA

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### Health and Wellness in Italy - Industry Overview

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Overview

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