

# HW Hot Drinks in China

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## Abstracts

In 2022, there was a noticeable increase in consumer interest in fortified/functional hot drinks, due to the significant health and wellness benefits they offer. These hot drinks provide a convenient way for individuals to incorporate beneficial ingredients into their daily routine and improve their overall health. Value sales of hot drinks that are a good source of vitamins, as well as those with high protein content, continued to rise throughout 2022. The consumer preference for fruit/herbal t...

Euromonitor International's HW Hot Drinks in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Continued concern not only about COVID-19, but also other infectious diseases, means immune support leads health and wellness hot drinks

Interest in particular diets boosts interest in the keto claim within health and wellness hot drinks

### PROSPECTS AND OPPORTUNITIES

The growing importance of hot drinks in providing health benefits to consumers

Natural likely to show significant promise in health and wellness hot drinks during the forecast period as illness prevention remains paramount

As more consumers seek to take care of their health, no allergens is set to show promise over the forecast period

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