

# HW Hot Drinks in Ireland

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## Abstracts

Despite Ireland remaining loyal to its tea-drinking heritage, exemplified by positive performances for Barry's Tea and Lyons in recent years, local consumers are following health and wellness trends and shifting towards fruit/herbal tea, as the latter is perceived as more natural or organic. In addition, green tea accompanied by various health claims, such as weight management, alongside natural and organic, was a strong performer in 2022. Green tea contains less caffeine than black tea. While c...

Euromonitor International's HW Hot Drinks in Ireland 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 2019-2023, 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 2028 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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Natural is leading claim as consumers seek healthier hot drinks

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HEALTH AND WELLNESS IN IRELAND  
EXECUTIVE SUMMARY

Overview

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