

# HW Hot Drinks in the US

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## Abstracts

The nature of modern life has led to a US consumer whose default setting is increasingly one of a high level of stress. This has naturally been a boon to hot drinks with calming claims, particularly those in the herbal tea space, although other formats of hot drinks have also worked to move in on this territory. Launches with adaptogens, CBD, mushrooms, and botanical ingredients have become common as brands seek to provide consumers with an elusive sense of calm.

Euromonitor International's HW Hot Drinks in USA 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.

## Contents

HW Hot Drinks in the US  
Euromonitor International  
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### LIST OF CONTENTS AND TABLES

HW HOT DRINKS IN THE US  
KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Striking a balance between energy and calm

Health concerns see no allergens in the lead in health and wellness hot drinks

Health concerns drive interest in no sugar in health and wellness hot drinks

### PROSPECTS AND OPPORTUNITIES

Increasing fragmentation of functional claims to take place

Dairy free to see high incremental growth within health and wellness hot drinks to 2027, as consumers care for their health, the environment, and animal welfare

Low fat set to grow over the forecast period, as consumers seek to control weight and maintain health

### CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

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

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

### HEALTH AND WELLNESS IN THE US

## EXECUTIVE SUMMARY

Overview

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