Health and Wellness in the United Kingdom

November 2023

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EXECUTIVE SUMMARY

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KEY DATA FINDINGS

2022 DEVELOPMENTS

No caffeine hot drinks gain momentum in the UK

Natural remains popular growth driver of category sales in 2022 as consumers look to avoid artificial ingredients

Superfruit records positive performance within health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Health trend to drive sales of natural and fortified/functional hot drinks in the UK

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