



# HW Hot Drinks in Canada

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers seek transparency in organic and natural coffee and tea

2023 sees no caffeine as leading claim within health and wellness hot drinks

Probiotic supported by heightened health and wellness awareness and focus on gut health

### PROSPECTS AND OPPORTUNITIES

Fortified/functional tea to become key area of focus

Organic and natural will continue as key health and wellness claims in hot drinks over the forecast period

No allergens faces mixed fortunes

### CATEGORY DATA

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## Health and Wellness in Canada - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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