

HW Hot Drinks in Ireland

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Tea with natural positioning and various wellness claims continue to attract local consumers

Natural is leading claim as consumers seek healthier hot drinks

No allergens driven by health concerns and greater awareness of intolerances

PROSPECTS AND OPPORTUNITIES

Functional properties to increase demand for hot drinks over the forecast period

Natural to remain the leading health and wellness claim in hot drinks as consumers look to avoid artificial ingredients

Keto set to rise over the forecast period driven by specific dietary requirements and health trends

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

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

Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Overview

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