

# **HW Hot Drinks in Denmark**

November 2023

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## HW Hot Drinks in Denmark - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Organic is the leading claim in health and wellness hot drinks in 2022

Weight management hot drinks on the rise due to obesity concerns

### PROSPECTS AND OPPORTUNITIES

Organic shows the most promise in health and wellness hot drinks during the forecast period as consumers seek sustainable options Good source of vitamins to appeal to more Danish consumers over the forecast period

## **CATEGORY DATA**

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#### EXECUTIVE SUMMARY

Overview

### **DISCLAIMER**

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