

# **HW Hot Drinks in Greece**

November 2023

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## HW Hot Drinks in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Good source of vitamins other hot drinks maintains significant growth

Natural claim leads in health and wellness hot drinks in 2022

Dairy free receives a boost within health and wellness hot drinks in 2022

### PROSPECTS AND OPPORTUNITIES

Hot tea with immune support looks like hot trend

Organic most promising in health and wellness hot drinks to 2027

No caffeine hot drinks set to see volumes fall

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Overview

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