

HW Hot Drinks in Australia

Market Direction | 2023-11-03 | 11 pages | Euromonitor

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Report description:

The COVID-19 pandemic renewed consumers' interest in health and wellness, and brought health issues to the fore. In 2022, many consumers were still concerned with infection and their ability to recover from the virus, and sought to improve their overall health to reduce the risk of severe illness. Health issues associated with the cardiovascular system were a key concern amongst consumers, as these are perceived to hinder recovery from respiratory illnesses such as COVID-19. In addition, there w...

Euromonitor International's HW Hot Drinks in Australia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

HW Hot Drinks in Australia
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List Of Contents And Tables

HW HOT DRINKS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers value hot drinks that address health concerns, but high prices and uncertainty about health benefits contribute to decline for organic

Natural has the leading sales in health and wellness hot drinks in 2022, although concerns about taste prevent growth

Vegetarian claim rises in importance in 2022, as more consumers consider such products for reasons including health, animal welfare, and the environment

PROSPECTS AND OPPORTUNITIES

Rising consumer knowledge of health and diet set to drive growth for organic hot drinks and products for immune health

As consumers try to avoid overprocessed drinks, natural is also expected to be the most promising in health and wellness hot drinks to 2027

Lactose free set to rise in significance over the forecast period, but no sugar, fat, and salt are also expected to see increases

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

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN AUSTRALIA

EXECUTIVE SUMMARY

Overview

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