

HW Hot Drinks in Germany

Market Direction | 2023-11-03 | 12 pages | Euromonitor

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Report description:

The growing demand for functional beverages was one of the most important trends for hot drinks in Germany in 2022. Coffee has benefited from this generally as an energising beverage, with elevated retail demand fuelled by some German consumers having invested in coffee machines during the pandemic, a habit that remains relevant as part of daily lives. High fibre hot drinks was another notable performer in 2022, also driven by its fortified/functional positioning as consumers looked to enhance t...

Euromonitor International's HW Hot Drinks in Germany 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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HW HOT DRINKS IN GERMANY

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Functional and health benefit claims support growth of hot drinks in 2022

2022 sees natural remain leading claim within health and wellness hot drinks

High fibre intake via hot drinks becomes more common

PROSPECTS AND OPPORTUNITIES

Growing awareness of specific health claims set to support demand for health and wellness hot drinks over forecast period

Natural likely to retain strength in health and wellness hot drinks over forecast period

Cardiovascular health expected to see increased interest, supported by concerns over rising rates of obesity and heart disease

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HEALTH AND WELLNESS IN GERMANY

EXECUTIVE SUMMARY

Overview

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