

HW Hot Drinks in Spain

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

Despite holding overall low value sales share within Spanish hot drinks, demand for organic options rose in 2022. Organic tea experienced certain resilience with a positive evolution in both green tea and the larger category of fruit/herbal tea. The most significant factor limiting stronger demand for organic products is their higher price points compared to standard options. Production costs for organic food and beverages are typically higher because of greater labour input per unit and because...

Euromonitor International's HW Hot Drinks in Spain 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 SPAIN

KEY DATA FINDINGS

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Organic is rising claim within health and wellness hot drinks in 2022

Natural leads health and wellness hot drinks in 2022 despite marginal drop in demand

Low sugar supported by VAT increase in sugary beverages

PROSPECTS AND OPPORTUNITIES

Rising digestive health and mental health concerns to shape new health and wellness claims

Natural to retain strength as claim in hot drinks, as consumers look to avoid artificial ingredients

Plant-based driven by rising flexitarian population

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HEALTH AND WELLNESS IN SPAIN

EXECUTIVE SUMMARY

Overview

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