

## **HW Hot Drinks in the US**

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

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### **Report description:**

The nature of modern life has led to a US consumer whose default setting is increasingly one of a high level of stress. This has naturally been a boon to hot drinks with calming claims, particularly those in the herbal tea space, although other formats of hot drinks have also worked to move in on this territory. Launches with adaptogens, CBD, mushrooms, and botanical ingredients have become common as brands seek to provide consumers with an elusive sense of calm.

Euromonitor International's HW Hot Drinks in USA 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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Striking a balance between energy and calm

Health concerns see no allergens in the lead in health and wellness hot drinks

Health concerns drive interest in no sugar in health and wellness hot drinks

#### **PROSPECTS AND OPPORTUNITIES**

Increasing fragmentation of functional claims to take place

Dairy free to see high incremental growth within health and wellness hot drinks to 2027, as consumers care for their health, the environment, and animal welfare

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