

## **HW Hot Drinks in Canada**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

Since the pandemic-era increase of at-home consumption of hot drinks, demand for hot drinks has normalised in Canada, and local consumers are enjoying hot drinks, usually in the form of coffee or tea, both at home and through foodservice. Canadians are purchasing tea and coffee on their way to work and during their lunchbreaks, with lunch-time options being popular among those who work from home.

Euromonitor International's HW Hot Drinks in Canada 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 2019-2023, 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 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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#### **2023 DEVELOPMENTS**

Consumers seek transparency in organic and natural coffee and tea

2023 sees no caffeine as leading claim within health and wellness hot drinks

Probiotic supported by heightened health and wellness awareness and focus on gut health

#### **PROSPECTS AND OPPORTUNITIES**

Fortified/functional tea to become key area of focus

Organic and natural will continue as key health and wellness claims in hot drinks over the forecast period

No allergens faces mixed fortunes

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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