

## HW Hot Drinks in Ireland

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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### **Report description:**

As animal welfare and ethical concerns rise in Ireland, vegetarian hot drinks recorded the strongest retail value sales in 2023, with vegetarian coffee accounting for the bulk of sales at EUR39.5 million. While coffee is inherently vegan and vegetarian, the claim is utilised to attract the rising amount of vegetarians and flexitarians in Ireland, who increasingly avoid meat products for welfare and sustainability issues. In addition, the increasing health concerns surrounding red meat have furth...

Euromonitor International's HW Hot Drinks in Ireland 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.

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Vegetarian hot drinks drive retail value sales as animal welfare and health concerns rise

Functional benefits combine with wellness claims to attract consumers

The natural claim drives growth as consumers look to avoid artificial ingredients

##### PROSPECTS AND OPPORTUNITIES

Functional properties will increase demand for hot drinks over the forecast period

Innovations focus on low sugar and low fat as obesity concerns rise in Ireland

Dietary requirements drive growth as health trends adapt consumption habits

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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