

## **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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## **Table of Contents:**

HW Hot Drinks in Ireland  
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July 2024

List Of Contents And Tables

### **HW HOT DRINKS IN IRELAND**

#### **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

#### **CATEGORY DATA**

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

### **HEALTH AND WELLNESS IN IRELAND**

#### **EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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