

## **HW Hot Drinks in Italy**

Market Direction | 2024-07-15 | 16 pages | Euromonitor

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### **Report description:**

The COVID-19 pandemic had a significant impact on consumer purchasing behaviour when it came to hot drinks. It led to an increased focus on preventive health and wellbeing with this being sustained in part in 2023 by new innovations. For example, Associated British Foods Plc expanded its Twinings tea range in September 2023 with two new products. First was Wellbeing Evening Cuddles, which is a vanilla-flavoured infusion with chamomile, chicory root, spices, and vitamin B3. Second was Infusi Sens...

Euromonitor International's HW Hot Drinks in Italy 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Economic pressures influence purchasing decisions, but consumers remain keen to adopt healthier choices when it comes to hot drinks

Natural remains the key claim in 2023 as consumers turn their back on artificial ingredients

Health conscious consumers look to reduce their intake of sugar, fat, and caffeine

**PROSPECTS AND OPPORTUNITIES**

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Consumers going natural in search of a healthier lifestyle

Digestive health a growing concern in Italy as the country's population continues to age

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**HEALTH AND WELLNESS IN ITALY**

**EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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