

HW Hot Drinks in Spain

Market Direction | 2024-08-01 | 15 pages | Euromonitor

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Report description:

Despite holding a low overall value sales share within Spanish hot drinks, demand for organic options rose strongly in 2023. The most significant factor limiting stronger demand for organic products is their higher price points compared to standard options. Production costs for organic food and beverages are typically higher because of greater labour input per unit and because a greater diversity of enterprises means economies of scale cannot be achieved. Processing and transportation of relativ...

Euromonitor International's HW Hot Drinks in Spain 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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HW HOT DRINKS IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic health and wellness claim growing in hot drinks

Natural is the leading health and wellness claim in hot drinks

Increasing demand for functional hot drinks

PROSPECTS AND OPPORTUNITIES

Concerns about sugar adversely affecting other hot drinks

Natural to retain strength as claim in hot drinks, as consumers look to avoid artificial ingredients

Growth of plant-based claim to be driven by expanding flexitarian population

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HEALTH AND WELLNESS IN SPAIN

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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