

## HW Hot Drinks in Germany

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

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### Report description:

Health claims have become a significant selling point for hot drinks in Germany, with brands emphasising various benefits such as immune support, enhancing relaxation, digestive health and brain health and memory. The growing demand for functional beverages was one of the most important trends for hot drinks in Germany in 2023. This benefited various health claims linked to tea, which was driven by its health positioning. Traditionally, tea has struggled with its image as a drink to be consumed...

Euromonitor International's HW Hot Drinks in Germany 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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##### 2023 DEVELOPMENTS

Hot drinks driven by functional and health benefit claims in 2023

Natural remains one of the most popular health and wellness claims in hot drinks

Messmer looks to leverage mainstream presence with new launch of medicinal tea

##### PROSPECTS AND OPPORTUNITIES

Growing awareness of specific health claims set to support demand for health and wellness hot drinks over forecast period

No allergens likely to retain strength in health and wellness hot drinks over forecast period

Cardiovascular health expected to see increasing interest, supported by concerns over rising rates of obesity and heart disease

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Blood pressure and cholesterol levels

Diabetes prevalence

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