

## **HW Hot Drinks in China**

Market Direction | 2024-10-07 | 15 pages | Euromonitor

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### **Report description:**

Choosing foods and drinks which have a positive impact on health has become increasingly important to Chinese consumers. Fortified/functional hot drinks are seen to offer significant health and wellness benefits, and in 2023 there was thus a noticeable increase in consumer interest in various such products. These hot drinks provide a convenient way for individuals to incorporate beneficial ingredients into their daily routine and improve their overall health. In particular, current value sales o...

Euromonitor International's HW Hot Drinks in China 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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Euromonitor International  
October 2024

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### **HW HOT DRINKS IN CHINA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Consumer interest in fortified/functional hot drinks drives growth for good source of vitamins and minerals in 2023

No sugar leads health and wellness hot drinks as consumers look to manage their weight and improve their health

Interest in particular diets boosts interest in the vegetarian claim within health and wellness hot drinks

#### **PROSPECTS AND OPPORTUNITIES**

Consumers will increasingly look for hot drinks to provide health benefits

Natural likely to show significant promise in health and wellness hot drinks during the forecast period as preventing illness remains paramount

As more consumers seek to maintain good health, high protein is likely to show promise over the forecast period

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#### **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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