



HW Hot Drinks in Finland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic still the leading health and wellness claim in hot drinks by a wide margin
Products with functional benefits and less or no caffeine continue to gain popularity
Hot drinks with sugar-related claims profit from growing concerns about obesity

PROSPECTS AND OPPORTUNITIES

Private label penetration likely to rise across health and wellness hot drinks
Dairy free anticipated to be the fastest growing claim in value terms
New health tax could drive sales and provide further impetus for innovation

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

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

Health and Wellness in Finland - Industry Overview

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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