



# HW Hot Drinks in China

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## HW Hot Drinks in China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising health-consciousness continues to lift overall demand

#### INDUSTRY PERFORMANCE

Obesity concerns encourage reformulation of popular other hot drinks brands

No sugar remains the leading health and wellness claim

Preventive health trend continues to buoy demand for probiotic products

#### WHAT'S NEXT

Clean label products expected to win over more consumers

No sugar and immune support claims likely to experience contrasting fortunes

Interest in probiotic hot drinks set to remain strong

#### CATEGORY DATA

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## Health and Wellness in China - Industry Overview

### EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

#### INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity

Interest in clean label varieties continues to rise

#### WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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