



HW Hot Drinks in China

January 2026

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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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