



HW Hot Drinks in the US

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply shortages push prices up limiting growth across hot drinks

INDUSTRY PERFORMANCE

Price pressures limit growth and development opportunities within hot drinks
Consumers want to cut back on caffeine without losing flavour
Natural and functional claims present new opportunities for development

WHAT'S NEXT

Coffee shortages could support a shift to alternative caffeine sources
No caffeine hot drinks could face competition from other alternatives
Natural and functional ingredients likely to remain key growth drivers

CATEGORY DATA

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Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages
High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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