



Euromonitor
International

HW Hot Drinks in Australia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Australian consumers continue to appreciate hot drinks that appear to address health concerns

Natural continues to lead sales of health and wellness hot drinks in 2023, with concerns about taste less of an issue than in the previous year

Vegetarian hot drinks continues to see rising sales in 2023 due to ongoing health, animal welfare, and environmental concerns

PROSPECTS AND OPPORTUNITIES

Growing health consciousness will offer innovation opportunities and boost demand

New legislation to benefit no sugar hot drinks

Much potential for new health and wellness products across hot drinks

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 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

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

Health and Wellness in Australia - 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

DISCLAIMER

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