



# HW Hot Drinks in the United Kingdom

December 2025

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## HW Hot Drinks in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increasing focus on wellness and new HFSS regulations shaking up the market

#### INDUSTRY PERFORMANCE

Consumers look for healthy indulgence and wellness benefits from their hot drinks

No caffeine hot drinks find a growing audience backed by new product development

#### WHAT'S NEXT

Consumers expected to demand functional, plant-based and personalised offerings

No caffeine hot drinks set to benefit from the developing wellness movement

Natural claims set to be a growing feature of the market

#### CATEGORY DATA

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Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

#### INDUSTRY PERFORMANCE

Players promote added functionality to push sales

Consumers demand healthier, natural, and ethical products

#### WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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