



HW Hot Drinks in New Zealand

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks expand as consumers moderate sweetness without giving up routine comfort

INDUSTRY PERFORMANCE

Local flavour pride and mindful consumption influence hot drinks choices

Natural wellness ingredients strengthen their role in hot drink innovation

Sugar reduction becomes a mainstream expectation across hot drinks

WHAT'S NEXT

Functional benefits and mental wellbeing cues are expected to shape innovation

Natural positioning is set to evolve through transparency and authenticity cues

No sugar hot drinks will grow as new players enter with clean-label indulgence

CATEGORY DATA

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Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Wellness becomes more "everyday" as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities

"Better for you" evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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