



Euromonitor  
International

# HW Hot Drinks in New Zealand

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New ways of working driving increased interest in many claims  
No sugar the leading claim as consumers seek to improve health  
High protein drops to insignificant sales but sees major new launch in 2023

#### PROSPECTS AND OPPORTUNITIES

Organic hot drinks to benefit from conscientious consumption trend  
No sugar to remain leading claim but would see even stronger growth if sugary drinks tax were introduced  
Plant-based claims may emerge in other hot drinks in forecast period

#### CATEGORY DATA

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## Health and Wellness in New Zealand - 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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