



# HW Hot Drinks in India

January 2026

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2024 DEVELOPMENTS

Other hot drinks come under pressure

INDUSTRY PERFORMANCE

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Natural is one of the largest claims in tea

Vegetarian is among the largest claims within hot drinks

WHAT'S NEXT

Premiumisation trend reflects development of health and wellness claims

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Vegetarian hot drinks to post strong growth

CATEGORY DATA

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Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

INDUSTRY PERFORMANCE

Health claims rise in response to concerns

Labelling regulations have wide-ranging impact

WHAT'S NEXT

Health and wellness to remain in the spotlight

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