



# HW Hot Drinks in Hong Kong, China

January 2026

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## HW Hot Drinks in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Financial pressures limit growth opportunities within health and wellness hot drinks

#### INDUSTRY PERFORMANCE

Market trends being shaped by new product development and rising health awareness

Consumers remain keen to supplement their diet with fortified hot drinks

Rising health concerns push consumers to cut out sugar from their diet

#### WHAT'S NEXT

Health and wellness claims could be key to adding value in a challenging market

Fortified and functional claims likely to remain popular

Mixed fortunes predicted for no sugar claims

#### CATEGORY DATA

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## Health and Wellness in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

#### INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows

Clean label trend fuelling demand for natural and organic claims

#### WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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