



HW Hot Drinks in France

December 2025

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HW Hot Drinks in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation reshapes demand for health and wellness hot drinks

INDUSTRY PERFORMANCE

Price sensitivity weighs on premium health and wellness hot drinks

Organic hot drinks continue to struggle after the post-pandemic correction

Natural tea remains resilient as consumption habits evolve

WHAT'S NEXT

Affordability constraints shape the outlook for health and wellness hot drinks

Organic hot drinks are expected to recover selectively over the forecast period

Natural positioning benefits from demand for lower caffeine and relaxation

CATEGORY DATA

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Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness shifts towards pragmatism, affordability and everyday relevance

INDUSTRY PERFORMANCE

Sugar reduction, reformulation and clean labels dominate health and wellness performance

Affordability pressures reshape premium health claims and consumption patterns

WHAT'S NEXT

Health and wellness growth will be driven by mainstream integration and functional relevance

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