



# HW Hot Drinks in Canada

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Caffeine reduction and functional wellness support value growth in hot drinks

INDUSTRY PERFORMANCE

Wellness routines, functional ingredients and moderation drive demand  
No caffeine hot drinks gain relevance as moderation becomes mainstream  
Natural and functional positioning supports premiumisation in tea and other hot drinks

WHAT'S NEXT

Functional wellness and convenience will shape future growth  
No caffeine hot drinks set to remain a core growth engine  
Natural positioning evolves towards credibility and targeted benefits

CATEGORY DATA

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Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Health consciousness strengthens, but affordability tempers choices

INDUSTRY PERFORMANCE

Sugar reduction and functional nutrition shape everyday consumption  
Plant-based and clean-label trends reshape category dynamics

WHAT'S NEXT

Health-driven innovation will persist, with value and regulation shaping outcomes

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