



# HW Hot Drinks in Ireland

January 2026

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Vegetarian and compliant hot drinks gain momentum under HFSS rules

### INDUSTRY PERFORMANCE

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Natural positioning reinforces trust and authenticity in hot drinks

Decaffeination supports balance between energy and wellbeing

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Regulation, functionality and sustainability guide future category evolution

Natural hot drinks benefit from premiumisation and flavour exploration

Decaffeinated options gain traction as moderation becomes mainstream

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Health and Wellness in Ireland - Industry Overview

## EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland's health and wellness landscape

### INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance

Plant-based, vegetarian and cleaner-label eating gain further ground

### WHAT'S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

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