



HW Hot Drinks in Ireland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian and compliant hot drinks gain momentum under HFSS rules

INDUSTRY PERFORMANCE

HFSS legislation reshapes innovation and reformulation strategies
Natural positioning reinforces trust and authenticity in hot drinks
Decaffeination supports balance between energy and wellbeing

WHAT'S NEXT

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

CATEGORY DATA

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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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