



# HW Hot Drinks in Finland

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Organic still the leading health and wellness claim in hot drinks by a wide margin  
Products with functional benefits and less or no caffeine continue to gain popularity  
Hot drinks with sugar-related claims profit from growing concerns about obesity

### PROSPECTS AND OPPORTUNITIES

Private label penetration likely to rise across health and wellness hot drinks  
Dairy free anticipated to be the fastest growing claim in value terms  
New health tax could drive sales and provide further impetus for innovation

### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

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Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Finland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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