



HW Hot Drinks in Italy

January 2026

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HW Hot Drinks in Italy - Category analysis

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2024 DEVELOPMENTS

Functional and natural claims attract consumers

INDUSTRY PERFORMANCE

Health claims attract consumers despite higher prices

Natural claims remain a major draw

Other hot drinks struggle against high sugar content

WHAT'S NEXT

Functional trend to gain momentum

Hot drinks combine natural and functional claims to stay relevant

Organic hot drinks to perform well

CATEGORY DATA

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[Health and Wellness in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

Italian consumers invest to support health

Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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