



# HW Hot Drinks in Spain

January 2026

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### 2024 DEVELOPMENTS

Natural claims stand out in hot drinks

### INDUSTRY PERFORMANCE

Premiumisation brings organic and functional lines

Natural is most prominent claim

No sugar claims prominent in other hot drinks

### WHAT'S NEXT

Emphasis on higher quality ingredients

Natural credentials will remain important

Other hot drinks will seek to evolve amid health concerns and rising competition

### CATEGORY DATA

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Health and Wellness in Spain - Industry Overview

### EXECUTIVE SUMMARY

Revitalised demand for health and wellness products

### INDUSTRY PERFORMANCE

Strong preference for gluten free products

Natural and high protein claims stand out

### WHAT'S NEXT

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