



HW Hot Drinks in China

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health-consciousness continues to lift overall demand

INDUSTRY PERFORMANCE

- Obesity concerns encourage reformulation of popular other hot drinks brands
- No sugar remains the leading health and wellness claim
- Preventive health trend continues to buoy demand for probiotic products

WHAT'S NEXT

- Clean label products expected to win over more consumers
- No sugar and immune support claims likely to experience contrasting fortunes
- Interest in probiotic hot drinks set to remain strong

CATEGORY DATA

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Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

- Products with sugar- and fat-related claims profit from growing concerns about obesity
- Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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