



**Euromonitor
International**

HW Hot Drinks in the United Kingdom

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing focus on wellness and new HFSS regulations shaking up the market

INDUSTRY PERFORMANCE

Consumers look for healthy indulgence and wellness benefits from their hot drinks
No caffeine hot drinks find a growing audience backed by new product development

WHAT'S NEXT

Consumers expected to demand functional, plant-based and personalised offerings
No caffeine hot drinks set to benefit from the developing wellness movement
Natural claims set to be a growing featured of the market

CATEGORY DATA

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales
Consumers demand healthier, natural, and ethical products

WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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