



HW Hot Drinks in New Zealand

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks expand as consumers moderate sweetness without giving up routine comfort

INDUSTRY PERFORMANCE

- Local flavour pride and mindful consumption influence hot drinks choices
- Natural wellness ingredients strengthen their role in hot drink innovation
- Sugar reduction becomes a mainstream expectation across hot drinks

WHAT'S NEXT

- Functional benefits and mental wellbeing cues are expected to shape innovation
- Natural positioning is set to evolve through transparency and authenticity cues
- No sugar hot drinks will grow as new players enter with clean-label indulgence

CATEGORY DATA

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Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

- Sugar reduction becomes the default, driven by weight management and long-term health priorities
- “Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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