



HW Hot Drinks in India

January 2026

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2024 DEVELOPMENTS

Other hot drinks come under pressure

INDUSTRY PERFORMANCE

Traditional 'health drinks' face challenges

Natural is one of the largest claims in tea

Vegetarian is among the largest claims within hot drinks

WHAT'S NEXT

Premiumisation trend reflects development of health and wellness claims

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Vegetarian hot drinks to post strong growth

CATEGORY DATA

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Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

INDUSTRY PERFORMANCE

Health claims rise in response to concerns

Labelling regulations have wide-ranging impact

WHAT'S NEXT

Health and wellness to remain in the spotlight

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