



# HW Hot Drinks in Italy

January 2026

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2024 DEVELOPMENTS

Functional and natural claims attract consumers

INDUSTRY PERFORMANCE

- Health claims attract consumers despite higher prices
- Natural claims remain a major draw
- Other hot drinks struggle against high sugar content

WHAT'S NEXT

- Functional trend to gain momentum
- Hot drinks combine natural and functional claims to stay relevant
- Organic hot drinks to perform well

CATEGORY DATA

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EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

- Italian consumers invest to support health
- Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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