



Brews with Benefits

Hot beverages are evolving beyond traditional comfort and warmth, with consumers increasingly seeking products that combine wellness, functionality, and flavour innovation.

Functional hot beverages are formulated to provide specific health or wellness benefits. Growth in the category is being driven by demand for benefits such as immune support, stress management, energy, and better sleep. Ingredients such as L-theanine, magnesium, collagen, creatine, lime peel extract and passion flower are becoming increasingly more prevalent within wellness-focused formulations.

Sleep and holistic wellbeing are key focus areas, with consumers using food and drink to support recovery and emotional wellness. Flavour exploration is also fuelling category excitement, as consumers seek new taste & textural experiences.

Digital influence shapes drink choices, with

- 78% of 16-34s buying drinks after seeing them featured in posts. (Mintel, 2025)
- 36% of NZ consumers would like their diet to help them sleep better. (Mintel, 2025)
- Contains prebiotic is one of the highest-growth-momentum claims in ANZ. (Mintel, 2026)
- 39% of Australian adults said they had consumed functional/fortified food or drink claiming to support the immune system. (Mintel, 2025)
- 35% of NZ consumers are interested in products that focus on longevity & anti-ageing. (Mintel, 2026)

On the Shelves



Noa & Co Deep sleep hot chocolate with functional ingredients such as magnesium, L-theanine & passion flower herb extract. (South Africa)



Power Phase Creatine Coffee boost strength and recovery at the cellular level. (US)



Bondi Blyss, Mushroom powdered chai spice. Contains cordyceps militaris, turkey tail, maitake, shiitake for supporting energy, immune health & wellbeing. (AU)



T2 Peach Matcha Functional Energy with notes of juicy, plump peaches layered with ceremonial grade Japanese matcha to create a fresh, and bright brew. (AU)



On the Menu



Erewhon's Tonic Bars, cafés & retailers are transforming functional beverages into aspirational lifestyle products, offering collagen lattes, adaptogen coffees, magnesium drinks, & mushroom-based beverages. (Erewhon, LA)



Functional drinks topped with nutrient-enhanced cold foams are gaining popularity, with brands such as Black Rock Coffee Bar using protein-rich cold foams to make wellness beverages more indulgent & appealing. (Black Rock Coffee bar, US)



48 Collagen Café France offers functional beverages that evolve throughout the day to support energy, focus, performance, recovery, & wellbeing. (48 CC Cafe, France)



Koi 11 serves up herbal, adaptogenic drinks, elixirs & tonics. Their mangosteen matcha latte drink has antioxidant properties, slow released energy & immune support. (Koi 11, London)

Hot beverages are becoming “everyday wellness” platforms rather than just a source of warmth and comfort. 75.7% of Australians say they choose food and drink they believe will have a positive impact on their health.

-Mintel 2026

Cafés are leveraging this trend to differentiate and premiumise their offer, developing functional beverage menus that support consumer needs throughout the day, from energising morning drinks featuring collagen, creatine and adaptogens to calming evening options featuring L-theanine and magnesium.

Social media is accelerating adoption, with concepts such as 48 Collagen Café showcasing how functional beverages can become desirable lifestyle experiences through wellness benefits, innovative flavours, and premium presentation. Consumers increasingly want beverages that deliver both enjoyment and functionality, with creative flavours, textures & colours further enhancing appeal.

MINTEL

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HW Hawkins Watts Offerings

- ✓ Natural flavours, including Matcha, Whole fruit powders, Coffee and Cocoa powder.
- ✓ Vitamins and Minerals, Prebiotics, Probiotics and Postbiotics.
- ✓ Texture solutions.
- ✓ Natural colours.
- ✓ Natural sweeteners and sweetening systems.
- ✓ Clinically validated extracts

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