

Other Hot Drinks in Germany

January 2026

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Other Hot Drinks in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Other hot drinks decline overall, while plant-based variants enjoy value growth

Health and wellness trend benefits plant-based variants in 2025

WHAT'S NEXT?

Cost pressures and shifting preferences set to drive decline

Digital and technological innovations transform product development and distribution

Health and wellness trends will drive innovation in the coming years

COMPETITIVE LANDSCAPE

Nestlé retains leadership in other hot drinks, while Krüger drives dynamic growth

Aldo and Lidl benefit from price sensitivity

CHANNELS

Supermarkets lead other hot drinks distribution in 2025

Hypermarkets boasts growth by offering multi-pack deals and promotions

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Hot Drinks in Germany - Industry Overview

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Price increases fuel current value growth, limiting opportunities for premiumisation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth stems from price increases as volume sales stagnate

Difficult balancing act for players in 2025

Health and wellness remains a key trend, despite price-consciousness

WHAT NEXT?

Gloomy outlook for sales of hot drinks

Functionality and sustainability will remain key concerns

Discounters set to benefit from ongoing price-sensitivity

COMPETITIVE LANDSCAPE

JDE Peets leads but faces increasing competition

Messmer Tea capitalises on wellness trend

CHANNELS

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Themed

FOODSERVICE VS RETAIL SPLIT

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