



Euromonitor
International

Other Hot Drinks in Canada

November 2025

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Other Hot Drinks in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks struggles with long-term challenges to growth

INDUSTRY PERFORMANCE

Other hot drinks experiences volume contraction while value growth moderates

Malt-based hot drinks attempt to appeal to health-conscious consumers

WHAT'S NEXT?

Other hot drinks to be further challenged by health trends and changing demands

Potential for expanding consumption occasions

Sugar aversion and front-of-label packaging requirements pose challenges

COMPETITIVE LANDSCAPE

Nestlé Canada continues to dominate competitive landscape

Smaller players focus on premium growth segments

CHANNELS

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Further share gain for convenient e-commerce

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Hot Drinks in Canada - Industry Overview

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Mixed performance for hot drinks in Canada

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INDUSTRY PERFORMANCE

Further volume declines driven by rising prices due to elevated input costs

Health and wellness trend influences purchasing decisions

Indulgence and luxury offer comfort in an unstable period

Canadians invest in at-home preparation for customisation and cost savings

WHAT'S NEXT?

Despite positive outlook, challenges will remain

Health and sustainability trends to support value growth

COMPETITIVE LANDSCAPE

Coffee players retain overall lead of competitive landscape

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