Euromonitor International

# HW Hot Drinks in Germany

December 2025

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## HW Hot Drinks in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural, organic and functional hot drinks among the big winners in 2024

INDUSTRY PERFORMANCE

Consumers looking to make healthier choices
Natural claims find favour among those seeking healthier and more sustainable options
Sales of no caffeine coffee decline but tea benefits from its association with wellness

WHAT'S NEXT

Natural and organic claims set to drive growth
Tea set to be a key focus of the health and wellness movement
Demand is expected to grow for natural, fortified and unsweetened hot drinks

CATEGORY DATA

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## Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Consumers showing a growing willingness to invest in healthier products

INDUSTRY PERFORMANCE

Demand focusing on healthier, more sustainable and more ethical products
Natural, plant-based and high protein claims come to the fore

WHAT'S NEXT

Players to focus on reformulating products to meet evolving health and lifestyle trends

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