



Coffee in Germany

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Inflation continues to apply pressure to coffee prices in 2025

Growth reflects rising prices of coffee beans

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Coffee set to remain the most popular caffeine boost despite price increases

Smart machines will offer personalised coffee experiences

Sustainability will remain vital for producers and local consumers

COMPETITIVE LANDSCAPE

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Discounters post dynamic growth

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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

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Messmer Tea capitalises on wellness trend

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Themed

FOODSERVICE VS RETAIL SPLIT

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