



**Euromonitor
International**

Hot Drinks in Germany

January 2026

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EXECUTIVE SUMMARY

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?

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Functionality and sustainability will remain key concerns

Discounters set to benefit from ongoing price-sensitivity

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WHAT'S NEXT?

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Green tea benefits from social media profiling

WHAT'S NEXT?

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Health and wellness will be at the forefront, while sustainability plays a key role

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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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

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