



**Euromonitor
International**

Coffee in Canada

November 2025

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Coffee in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed performance for coffee due to various challenges

INDUSTRY PERFORMANCE

Further rise in unit price drives up value while dampening retail volumes

Extending the use of coffee machines at home with iced preparations

Canada's strong coffee culture continues to support overall demand

WHAT'S NEXT?

Positive outlook for coffee but challenges will remain

Replicating café experience at home to remain a key trend in Canada

Sustainability trend to encourage responsible sourcing

COMPETITIVE LANDSCAPE

Coffee's competitive landscape remains fairly consolidated in 2025

Nestlé Canada continues to focus on offering consumers convenience

Premium segment driven by sourcing and smaller players with flavour variety

Rising health-consciousness encourages new product development

CHANNELS

Grocery retailers dominate distribution, offering convenience for regular shoppers

E-commerce continues to make gains to align with omnichannel models

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Hot Drinks in Canada - Industry Overview

EXECUTIVE SUMMARY

Mixed performance for hot drinks in Canada

KEY DATA FINDINGS

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
Pockets of dynamic growth as players focus on health and premium options

CHANNELS

Grocery retailers offer consumers convenience when purchasing hot drinks
E-commerce gains complement omnichannel strategies
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