



Euromonitor
International

Hot Drinks in Honduras

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EXECUTIVE SUMMARY

Sales growth of hot drinks boosted by the traditional popularity of coffee consumption and local production

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

While retail remains by far the largest channel, foodservice registers the fastest growth in 2025

Tea is increasingly consumed for its health benefits

Flavoured powder drinks are embraced for their affordability and popularity among children

WHAT'S NEXT?

Coffee continues to be the mainstay of hot drinks consumption

Climate change, product positioning and an increase in specific functionality seen over the forecast period

Flavoured powder drinks sustains their appeal for their affordability but suffer competition from RTD soft drinks

COMPETITIVE LANDSCAPE

Gabriel Kafati SA leads with its Café Oro and Café El Indio brands

Nestlé SA, the owner of the Nescafé and Nesquik brands, achieves dynamism

CHANNELS

Small local grocers remains paramount in Honduras but is losing ground to supermarkets

Modern grocery retailers achieve strong growth through outlet expansion and wide product range

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COUNTRY REPORTS DISCLAIMER

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2025 Developments

Coffee consumption in Honduras remains resilient during a period of price volatility

Industry Performance

Coffee consumption is strong in the country with young generations continuing the tradition

Coffee bars and speciality coffee shops expand in Honduras

What's Next?

Coffee consumption records sustained growth, albeit at moderate rates, in an already mature market

Local production strengthens given its importance to the economy and its state policy

Climate change increasingly impacts both production and consumption patterns in the coffee industry

Competitive Landscape

Leading coffee brands adopt a strategy of emotional connection and affordability

Nestlé SA achieves strong growth with its globally renowned Nescafé brand

Channels

Small local grocers remains widely popular for sales of coffee

Supermarkets expand their coverage with increasing promotional offers and develop private label

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Despite reliance on imports and associated higher unit prices, chamomile and green tea are popular for their health associations

Tea is available in a variety of packaging options the most popular being boxes with individual sachets

What's Next?

Industry players seek to generate a consumption habit based on indulgence among young generations

The tea industry expands consumption occasions by developing the range of cold brew infusions

More specific functional ingredients introduced in tea over the forecast period

Competitive Landscape

Leading brands expand their product lines with more specific functionalities

Associated British Foods Plc with Twinings focuses on higher socioeconomic groups

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2025 Developments

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Industry Performance

Children remain the main consumers of other hot drinks

Chocolate-based flavoured powder drinks

What's Next?

Flavoured powder drinks faces the challenge of declining birth rates

A focus on innovative taste sensations and surprising textures helps brands build a connection with children

A focus on functionality intensifies in flavoured powder drinks

Competitive Landscape

Leading brands expand refillable packaging options while simultaneously highlighting nutritional benefits

Brands with a competitive pricing strategy gain ground

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