



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?

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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FOODSERVICE VS RETAIL SPLIT

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Growth reflects rising prices of coffee beans

WHAT'S NEXT?

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Smart machines will offer personalised coffee experiences

Sustainability will remain vital for producers and local consumers

COMPETITIVE LANDSCAPE

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[Tea in Germany](#)

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2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

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Green tea benefits from social media profiling

WHAT'S NEXT?

Tea will remain popular as a naturally functional drink

Cold brew tea is likely to gain favour in milder climate conditions

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

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[Other Hot Drinks in Germany](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

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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