



Euromonitor
International

Other Hot Drinks in Italy

November 2025

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Other Hot Drinks in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks continues to struggle with unhealthy image

INDUSTRY PERFORMANCE

Flat value sales and declining demand for other hot drinks in Italy

Barley options support malt-based hot drinks

WHAT'S NEXT?

Further challenges ahead for other hot drinks in Italy

Barley capsules offer growth potential as convenient format

Imminent sugar tax likely to place further pressure on chocolate-based options

COMPETITIVE LANDSCAPE

Nestlé Italiana retains overall dominance with Nesquik

Smaller malt-based producers record stronger growth in 2025

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Grocery retailers remain most popular destinations for purchasing other hot drinks

Convenience drives growth of other hot drinks through e-commerce

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Hot Drinks in Italy - Industry Overview

EXECUTIVE SUMMARY

Hot drinks continues to experience price challenges but premiumisation is evident

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Mixed performance for hot drinks but perceived healthier options attract consumers

Innovation focuses on sustainability in coffee

Rising preference for bean and pod formats impacts standard fresh ground coffee

Strong emphasis on wellness and functionality within tea

WHAT'S NEXT?

Convenience and health trends to drive future demand for hot drinks

Further innovation in sustainable packaging and sophisticated drinks solutions

At-home consumption of hot drinks set to further decline

COMPETITIVE LANDSCAPE

Major coffee players retain overall lead of competitive landscape
Yogi Tea leverages health trends to record further dynamic growth

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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