



**Euromonitor
International**

Other Hot Drinks in the US

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Other Hot Drinks in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

With continued retail volume decline, companies look for ways to revitalise sales

INDUSTRY PERFORMANCE

Challenges to volume growth, but rising input costs ensure value growth is maintained

Chocolate-based flavoured powder drinks is in a transitory phase

WHAT'S NEXT?

Value sales set to rise, but volume decline anticipated, due to rising input costs and demographic shifts

Exploration of alternatives to address supply chain challenges for coffee and cocoa

Opportunities through offering products with functional benefits

COMPETITIVE LANDSCAPE

Smaller players struggle to take share from ConAgra's Swiss Miss

Nestlé grows, benefiting from its wide product and brand portfolio

CHANNELS

Retail e-commerce maintains its lead of distribution, acquired the previous year

Opportunities for retail e-commerce by offering niche products

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Hot Drinks in the US - Industry Overview

EXECUTIVE SUMMARY

Retail value sales maintain their rising trend, although volume sales decline

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Competition from outside of hot drinks and rising prices hamper volume growth

Premium functional tea and coffee still see growth opportunities

Increasing interest in health helps maintain the popularity of hot drinks

Climate crises and tariffs impact the prices of imported hot drinks

WHAT'S NEXT?

Value growth anticipated, but volume growth potential will be impacted by competition and price rises

Intentional consumption will offer opportunities for products offering benefits

Splitting of hot drinks and soft drinks businesses likely to be seen

COMPETITIVE LANDSCAPE

Keurig extends its lead in hot drinks thanks to its wide portfolio in fresh coffee
The surge in sales of instant coffee benefits the leader in this category, Nescafé

CHANNELS

Retail e-commerce leads across categories
Nespresso is particularly successful with online sales
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-the-us/report.