



Euromonitor
International

Product Innovation in Hot Drinks

June 2026

Table of Contents

INTRODUCTION

Key findings

Early inactivity trends point to tougher conditions for hot drinks NPD

Our expert's view of innovation in hot drinks

NPD LANDSCAPE AND TRENDS

NPD overview: Hot drinks innovation shifts to fewer, higher-value, equity-led launches

RTD drives experimentation, but at the cost of higher competition and lower survivability

Top three innovation trends in hot drinks

Keurig launches its first branded coffee line, expanding into the premium segment

Flavour innovation in coffee: Layered, dessert-inspired indulgence

PRODUCT POSITIONING

Formulation claims lead coffee NPD, but functionality drives differentiation

Tea shifts from calm and relaxation to an all-day functional wellness platform

NPD highlights: Targeted, multi-layered positioning across need states

NPD highlights: The transformation of tea into a modern wellness beverage

CONCLUSION

Recommendations/How to win

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/product-innovation-in-hot-drinks/report.