



Euromonitor
International

Tea in Germany

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KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Fruit and herbal teas remain a popular choice for health-conscious Germans
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

COMPETITIVE LANDSCAPE

Organic tea and innovative flavours allow Teekanne to retain its position
Functionality and portfolio expansion remain key focus for players

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Discounters benefit from ongoing price sensitivity in 2025
Aldi and Lidl enjoy reputation for quality

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[Hot Drinks in Germany - Industry Overview](#)

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

JDE Peets leads but faces increasing competition

Messmer Tea capitalises on wellness trend

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Discounters leads distribution in 2025

Themed

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About Euromonitor International

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