



Tea in Germany

January 2026

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Tea in Germany - Category analysis

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

CHANNELS

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

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Price increases fuel current value growth, limiting opportunities for premiumisation

KEY DATA FINDINGS

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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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Themed

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