



Euromonitor  
International

# Coffee in Germany

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## KEY DATA FINDINGS

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Inflation continues to apply pressure to coffee prices in 2025

Growth reflects rising prices of coffee beans

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Coffee set to remain the most popular caffeine boost despite price increases

Smart machines will offer personalised coffee experiences

Sustainability will remain vital for producers and local consumers

#### COMPETITIVE LANDSCAPE

Price-conscious consumers seek out promotions and discounts in 2025

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Discounters post dynamic growth

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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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## About Euromonitor International

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