



Hot Drinks in the United Kingdom

November 2025

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Hot Drinks in the United Kingdom

EXECUTIVE SUMMARY

Rising prices and economic pressures continue to limit growth in hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales stagnate as consumers continue to battle with cost-of-living pressures

Players focus on offering quality products to sustain demand

Consumers look for indulgence without a higher price tag

WHAT'S NEXT?

Expansion of the UK's HFSS regulations set to push healthier options

The digital market opening up opportunities for hot drinks

Producers under mounting pressure to adopt more ethical practices

COMPETITIVE LANDSCAPE

Nestlé retains the lead through constant innovation and new product development

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Functionality and flavour innovation will remain key for growth

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Nestlé continues to lead with ongoing investment in its portfolio

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WHAT'S NEXT?

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2025 PERFORMANCE

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INDUSTRY PERFORMANCE

Other hot drinks battling with rising prices and growing health concerns
Nostalgia and healthier options a focus of innovation

WHAT'S NEXT?

Non-traditional formats could revitalise the traditional market for hot chocolate
Personalisation and digital engagement offer growth opportunities
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COMPETITIVE LANDSCAPE

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