



**Euromonitor  
International**

# Hot Drinks in the United Kingdom

November 2025

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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

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Coffee market focusing on added-value products as demand stalls

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### WHAT'S NEXT?

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### WHAT'S NEXT?

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### INDUSTRY PERFORMANCE

Other hot drinks battling with rising prices and growing health concerns  
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### WHAT'S NEXT?

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