



Euromonitor  
International

# Hot Drinks in Canada

November 2025

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### EXECUTIVE SUMMARY

Mixed performance for hot drinks in Canada

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Further volume declines driven by rising prices due to elevated input costs  
Health and wellness trend influences purchasing decisions  
Indulgence and luxury offer comfort in an unstable period  
Canadians invest in at-home preparation for customisation and cost savings

#### WHAT'S NEXT?

Despite positive outlook, challenges will remain  
Health and sustainability trends to support value growth

#### COMPETITIVE LANDSCAPE

Coffee players retain overall lead of competitive landscape  
Pockets of dynamic growth as players focus on health and premium options

#### CHANNELS

Grocery retailers offer consumers convenience when purchasing hot drinks  
E-commerce gains complement omnichannel strategies  
Foodservice vs retail split

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Mixed performance for coffee due to various challenges

### INDUSTRY PERFORMANCE

Further rise in unit price drives up value while dampening retail volumes

Extending the use of coffee machines at home with iced preparations

Canada's strong coffee culture continues to support overall demand

### WHAT'S NEXT?

Positive outlook for coffee but challenges will remain

Replicating café experience at home to remain a key trend in Canada

Sustainability trend to encourage responsible sourcing

### COMPETITIVE LANDSCAPE

Coffee's competitive landscape remains fairly consolidated in 2025

Nestlé Canada continues to focus on offering consumers convenience

Premium segment driven by sourcing and smaller players with flavour variety

Rising health-consciousness encourages new product development

### CHANNELS

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[Tea in Canada](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Mixed performance as tea continues to mature in Canada

Black tea continues to drive retail volume declines due to lack of innovation

Health and wellness trend continues to support dynamic fruit/herbal tea

### WHAT'S NEXT?

Retail volumes to resume growth but challenges remain  
Functional benefits and sustainability to be stronger growth areas  
Addressing demand for customised experience and premiumisation can provide fuel for growth over the long term

## COMPETITIVE LANDSCAPE

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### [Other Hot Drinks in Canada](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Other hot drinks struggles with long-term challenges to growth

## INDUSTRY PERFORMANCE

Other hot drinks experiences volume contraction while value growth moderates  
Malt-based hot drinks attempt to appeal to health-conscious consumers

## WHAT'S NEXT?

Other hot drinks to be further challenged by health trends and changing demands  
Potential for expanding consumption occasions  
Sugar aversion and front-of-label packaging requirements pose challenges

## COMPETITIVE LANDSCAPE

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