



Euromonitor
International

Hot Drinks in Tanzania

March 2026

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EXECUTIVE SUMMARY

Moderate growth of hot drinks in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

While popular in Tanzania, local consumption of hot drinks is nevertheless low

Coffee remains less popular than tea while other hot drinks is nascent

Affordability characterises demand for hot drinks and hampers innovation

WHAT'S NEXT?

Demand continues to be driven by affordability

Government is intensifying efforts to boost the supply chain

Rising wellness trend supports demand for niche categories

COMPETITIVE LANDSCAPE

Afri Tea & Coffee Blenders (1963) Ltd leads hot drinks

Nestlé Equatorial Africa Region achieves rapid growth with Nescafé

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Rapid growth of retail e-commerce from a low base

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Expansion of coffee across both retail and consumer foodservice widens consumer accessibility

Competitive landscape

Afri Tea & Coffee Blenders (1963) Ltd sustains its lead in coffee

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