



Euromonitor
International

Hot Drinks in Laos

March 2026

Table of Contents

EXECUTIVE SUMMARY

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth of hot drinks in 2025 is primarily focused on wellness, urbanisation and wider product availability

Coffee remains the largest category while consumers are attracted to the health credentials of tea

Wide consumption of other hot drinks in Laos

WHAT'S NEXT?

Steady growth of hot drinks over the forecast period

Portfolio expansion and health-focused offerings increase in availability

Retailers increasingly embrace omnichannel strategies while consumer foodservice adapts to changing consumer lifestyles

COMPETITIVE LANDSCAPE

Nestlé SA retains the lead with its popular Nescafé brand

Lipton Teas & Infusions registers the strongest growth

CHANNELS

Ongoing dominance of small local grocers though supermarkets is on the rise

Retail e-commerce achieves the strongest momentum for hot drinks in 2025

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

COFFEE

Key Data Findings

2025 Developments

Coffee sales rise in 2025 thanks to the strong performance of instant coffee

Industry Performance

Coffee remains popular in the country, especially in urban areas

The popularity of instant coffee remains resilient

What's Next?

Coffee sales expand over the forecast period

Industry players invest in new product development

Rising health concerns initiate reduced sugar launches

Competitive Landscape

Nestlé SA remains the leading player in coffee

Dao Heuang Group Ltd leads with its Dao Coffee brand

Channels

Small local grocers dominates sales of coffee

Supermarkets achieves strong dynamism and wider visibility of coffee

Category Data

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

TEA

Key Data Findings

2025 Developments

Moderate increase in tea sales thanks to health and wellness and wider product availability

Industry Performance

Unpackaged tea loses ground to packaged tea, especially in green and fruit/herbal tea

Functional teas are increasingly embraced by consumers

What's Next?

Moderate forecast period growth of tea sales supported by growing health awareness

Growing usage of digital platforms widens consumer access to tea

Ongoing demand for functional teas, especially among older and middle aged demographics

Competitive Landscape

Lipton Teas & Infusions maintains its category lead

After Lipton Teas & Infusions, Lavi Production records the strongest growth

Channels

Small local grocers retains the outright lead though modern grocers start to gain a foothold in tea

Supermarkets records the strongest growth, with this channel also helping to develop retail e-commerce infrastructure

Category Data

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

OTHER HOT DRINKS

Key Data Findings

2025 Developments

Moderate increase in sales of other hot drinks

Industry Performance

Children remain the core consumers of other hot drinks though these products provide essential nutrients for adults seeking nutritional supplementation

Other plant-based hot drinks achieves solid growth as consumers appreciate its health positioning

What's Next?

Moderate growth of other hot drinks over the forecast period

Expansion of digital platforms boosts consumer accessibility to other hot drinks

Health and wellness trends shape consumer demand over the forecast period

Competitive Landscape

Nestlé SA retains the lead in other hot drinks

Associated British Foods Plc records strong growth with its renowned Ovaltine brand

Channels

Small local grocers dominates other hot drinks

Urbanisation promotes modern grocers, especially supermarkets

Category Data

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-laos/report.

