



# Hot Drinks in Bangladesh

February 2026

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## Hot Drinks in Bangladesh

### EXECUTIVE SUMMARY

Rising demand driven by longer working hours, changing lifestyles, and shifting attitudes

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Tea remains by far the most popular hot drink  
Other hot drinks continues its downward trajectory  
More dynamic and competitive market environment

#### WHAT'S NEXT?

Growth supported by ongoing economic growth and longer working hours  
Expanding product variety in other hot drinks  
Small packs help drive consumption

#### COMPETITIVE LANDSCAPE

Local Ispahani Foods renowned for offering high-quality tea products  
Global brands enjoy strong brand loyalty in coffee and other hot drinks

#### CHANNELS

Government's removal of 5% VAT on packaged goods drives footfall in supermarkets  
Informal retailing remains widespread  
Foodservice vs retail split

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## COFFEE

### Key Data Findings

#### 2025 Developments

Rising interest among younger consumers, although tea remains the preferred beverage

#### Industry Performance

Coffee and café culture continues to rise in 2025

Instant coffee benefits from its affordability and convenience

#### What's Next?

Deep-rooted tea drinking culture remains an obstacle to growth

Foodservice growth driven by innovation and technological advancement

Nestlé's dominance set to continue

#### Competitive Landscape

Leading Nestlé enjoys a longstanding reputation of offering good quality products at reasonable prices

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Small local grocers dominate, offering convenience

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## TEA

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#### 2025 Developments

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Loose black tea remains by far the most popular

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Slower growth with shift to coffee

Black tea to remain the main sales driver

Tea market characterised by a high level of variety and innovation

#### Competitive Landscape

Leading Ispahani Foods benefits from high levels of brand awareness

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Industry Performance

Other hot drinks continues its downward trajectory

Chocolate-based flavoured powder drinks largely limited to wealthier urban consumers

What's Next?

Steady growth as consumers turn to supplements and fortified foods

Growth supported by e-commerce expansion and local manufacturing facilities

Rising health and wellness awareness and smaller pack sizes to drive sales

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Horlicks benefits from strong brand loyalty among generations of consumers

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