



Euromonitor
International

Hot Drinks in Western Europe

May 2025

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Key findings

REGIONAL OVERVIEW

Western Europe has the highest per capita consumption of hot drinks

Modest growth expected in the coming years in real value terms

Western Europe has the highest per capita consumption of coffee and tea

Fresh ground coffee pods in decline in Germany

Fruit/herbal tea benefiting from the health and wellness trend

Coffee dominates the new sales added in Western European hot drinks in 2019-2024

Foodservice sales still playing catch-up in the German hot drinks market

Supermarkets make up the leading distribution channel for hot drinks

Vending continues to gain share in the UK in 2024

LEADING COMPANIES AND BRANDS

Consolidated hot drinks markets across the region

Nestlé remains a strong regional leader in hot drinks

Germany accounts for the region's biggest share of private label sales

Lipton moves into the top 10 brands in 2024

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Modest value and volume growth expected in the coming years

Fruit/herbal tea expected to set the pace in terms of forecast period growth

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Austria : Competitive and Retail Landscape

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Belgium : Competitive and Retail Landscape

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