



Euromonitor  
International

# Product Innovation in Hot Drinks

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Table of Contents

## INTRODUCTION

Key findings

Early inactivity trends point to tougher conditions for hot drinks NPD

Our expert's view of innovation in hot drinks

## NPD LANDSCAPE AND TRENDS

NPD overview: Hot drinks innovation shifts to fewer, higher-value, equity-led launches

RTD drives experimentation, but at the cost of higher competition and lower survivability

Top three innovation trends in hot drinks

Keurig launches its first branded coffee line, expanding into the premium segment

Flavour innovation in coffee: Layered, dessert-inspired indulgence

## PRODUCT POSITIONING

Formulation claims lead coffee NPD, but functionality drives differentiation

Tea shifts from calm and relaxation to an all-day functional wellness platform

NPD highlights: Targeted, multi-layered positioning across need states

NPD highlights: The transformation of tea into a modern wellness beverage

## CONCLUSION

Recommendations/How to win

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