

# Top Five Trends in Hot Drinks

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Our expert's view of hot drinks in 2025 Key findings

### INTRODUCTION

The hot drinks industry in an era of perpetually high prices

Top five trends in hot drinks

Top five trends uncovered

#### HIGH PRICES, FRUSTRATED CONSUMERS

Input costs will remain a major problem for the industry in 2025

Consumer anger about price levels will take a long time to dissipate

Additional price rises will have larger impacts on volumes than in the past

Stop & Shop highlights its affordable but premium new line of coffee

High prices levels, unhappy consumers, and the challenge of 2025

## THE NARROWING PREMIUMISATION WINDOW

Premiumisation is becoming harder but is by no means impossible

The three core paths to premiumisation in 2025

A stressful 2025 will demand hot drinks products that provides bursts of joy

Republic of Tea leverages multiple premium attributes

Premiumisation may be challenging, but it remains of great importance

#### WELLNESS IN A CHAOTIC WORLD

Wellness spending gains a greater share of discretionary consumer spending Ultra-processed foods: How will hot drinks be affected by the backlash? Hot drinks in the age of Ozempic Golden Milk responds to demographic shifts in wellness needs Wellness is becoming more and more important to hot drinks

# EFFICIENCY DISRUPTS THE ROLE OF FOODSERVICE

The coffee shop is becoming a place where drinks are made, not consumed China is increasingly the source of global industry growth and trends Will the loneliness epidemic slow the spread of this new model?

Cofe+ delivers coffee on the go without human intervention

Technology is disrupting the coffee shop, and the industry will have to adapt

#### AFFORDABLE SUSTAINABILITY

Making sustainability work in a budget-conscious era

Doubling up: Premiumisation through sustainability plus something else

Alternatives continue to grow but they remains small slivers of the total market

2050 Coffee educates consumers, while offering quality

Becoming more challenging has not made sustainability less important

## CONCLUSION

Future implications
Challenges and opportunities in 2025

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