

Hot Beverages 2026

Unlock the full potential of hot beverages with this essential guide for foodservice and hospitality professionals, designed to deepen insight and fuel growth

With key insights to support:

- ✓ Sales & Commercial
- ✓ Innovation & NPD
- ✓ Category & Insight
- ✓ C-Suite



Methodology



Data from On Premise User Survey (OPUS) GB survey and BrandTrack



Autumn 2025



Nationally representative sample of 5,000 GB consumers who visited the Out-Of-Home in the last 6 months

NIQ



You asked. We listened.

*Unpick the most common problems within the hot beverage category**



Gain performance insights

Take a bird's eye view on the hot beverage category to understand share of consumption as a mega category



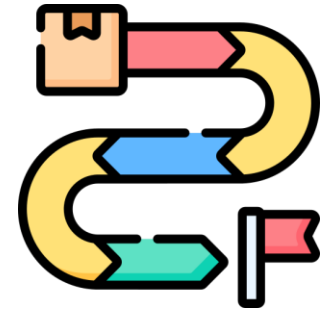
Understand the consumer

Discover the demands of the consumer, from alternative milks to syrup flavourings to ensure you exceed expectations



Discover optimum pricing

Based on Van Westerdorp's model, measure optimal price and limits to unlock sales with various demographics



Secure your future

Identify opportunities, occasions and key channels to support your winning hot beverage strategy for 2026

** Included coffee, tea, hot chocolate, iced coffee, iced tea*

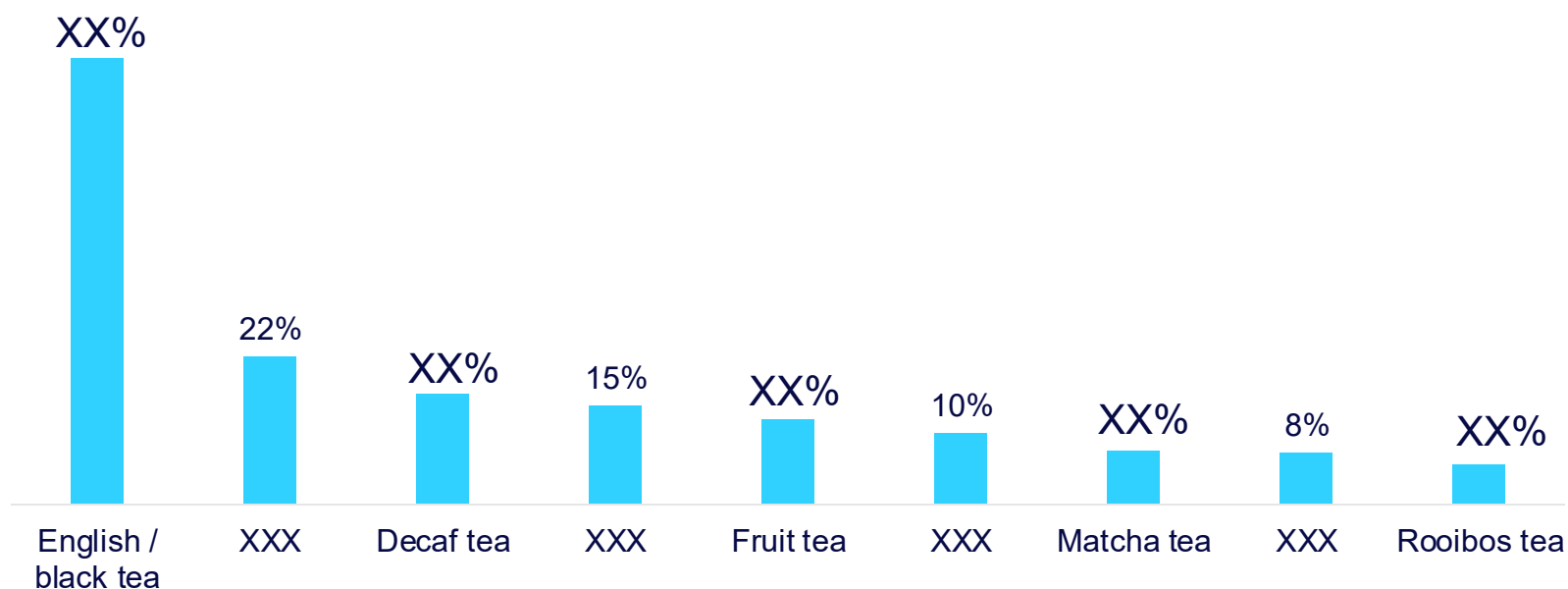
Example
Output

Hot Tea
consumers
typically
choose
English/ Black
Tea when out

-5pp vs 2024

The gradual growth of XXX and XXX, can be attributed to the decline in XXX

*You have said that you drink tea whilst out, which types of tea would you typically choose?
Please select all that apply. – Vs 2024*



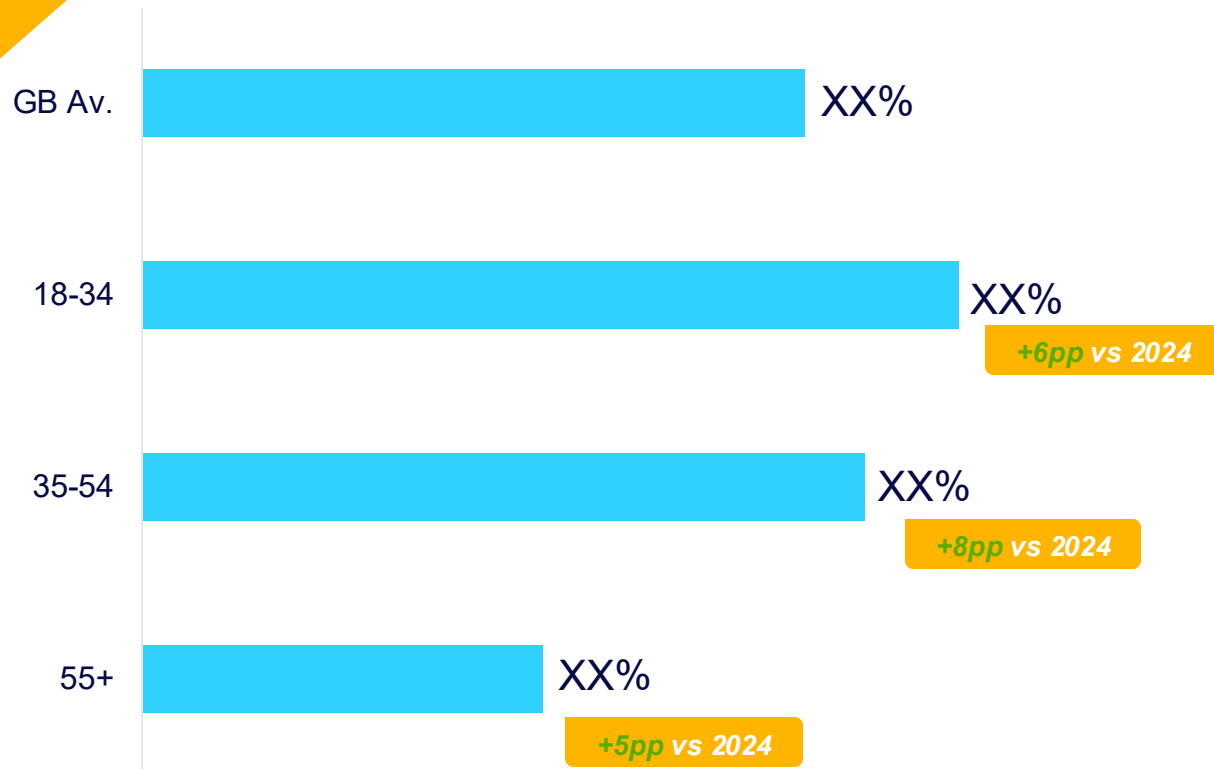
CGA by NIQ Hot Beverages Report 2026, Sample Size: 286



Example Output

Consumers maintain the lead, experienced the most growth compared to last year

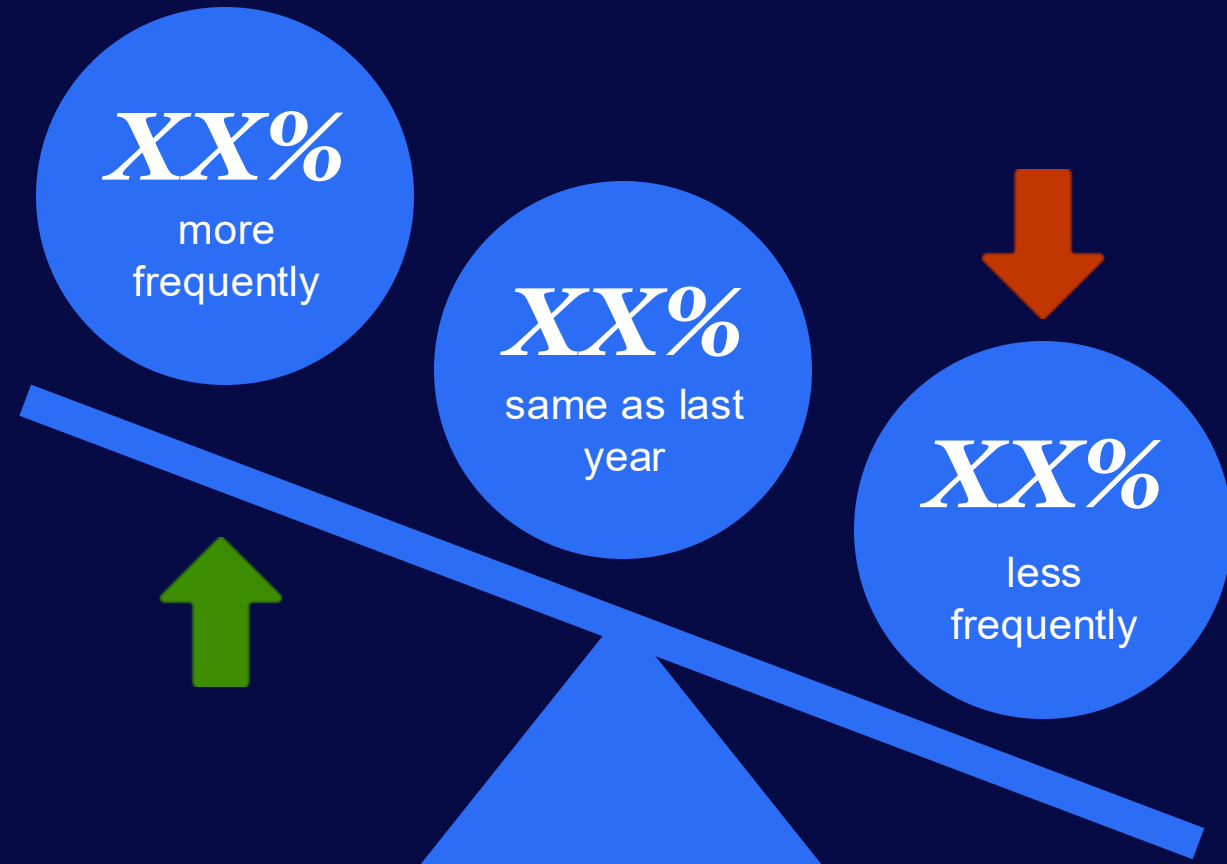
Do you expect the frequency that you order the following soft or hot drinks do you typically drink when out of home (for example, at a pub, bar, restaurant or other similar venue)? Please select all that apply. – Hot Chocolate



CGA by NIQ Hot Beverages Report 2026, Sample Size: 1884, 225

There is expected to be a net increase of **XX%** of Hot Chocolate consumption over the next year

Do you expect the frequency that you order the following hot drinks out to change over the next year? – Hot Chocolate



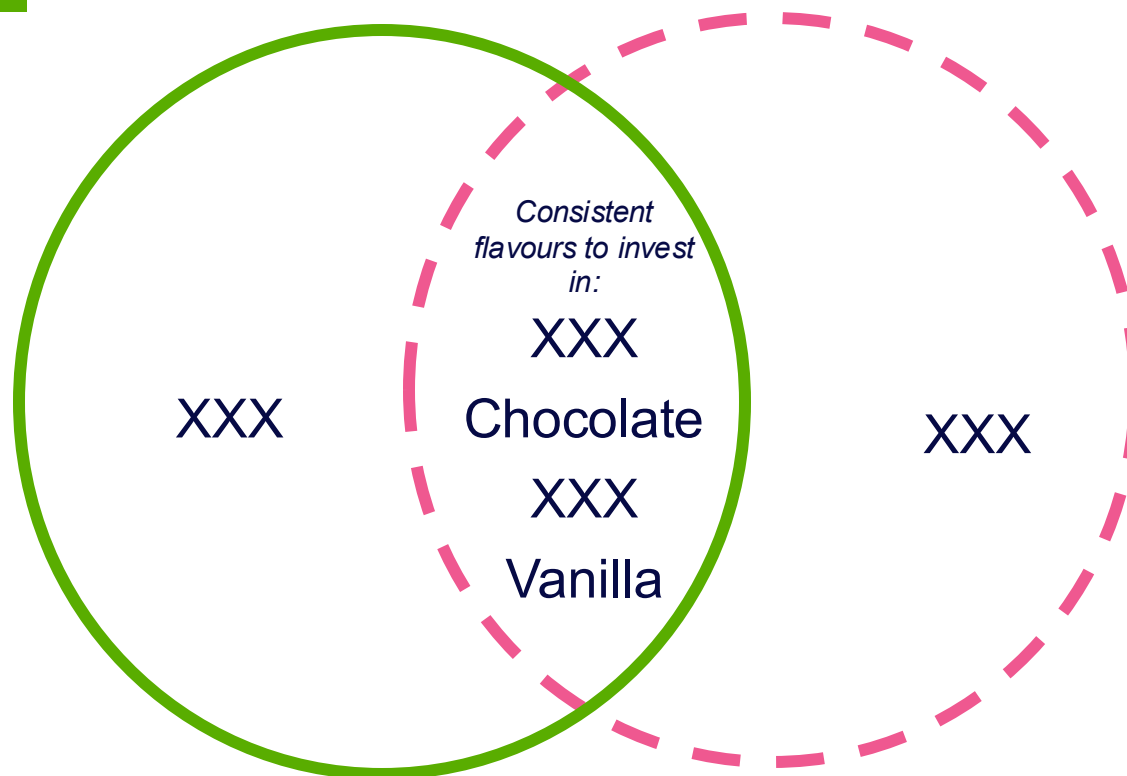
Example
Output

Chocolate & Vanilla are amongst the core flavours that operators should look to invest in for long-term success

Would typically choose

Which of the following flavour profiles do you typically choose in hot / iced hot drinks?

Vanilla	XX%
XXX	XX%
Chocolate	XX%
XXX	XX%
XXX	XX%



Would choose if available

And which of these would you drink, if they were available on you on visits to cafés, restaurants and other similar venues?

Chocolate	XX%
Vanilla	XX%
XXX	XX%
XXX	XX%
XXX	XX%



Investment

Food Insights Series Spotlight Report

Online quantitative survey of 5,000 GB nationally representative Out-Of-Home consumers

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- **£3,100 +VAT – Data Partners**

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Spotlight Report: Snacking in Pubs



Spotlight Report: Hot Snacking in Pubs

Contact us

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