

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

NielsenIQ

powered by **CGA** intelligence



Methodology



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



Autumn 2025

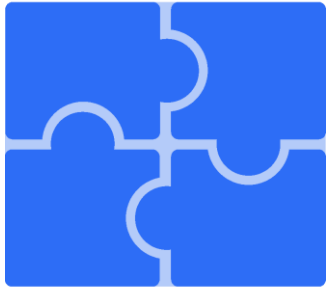


Nationally representative sample of 5,000 GB consumers who visited the Out-Of-Home in the last 6 months



You asked. We listened.

Unpick the most common problems within the foodservice industry



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

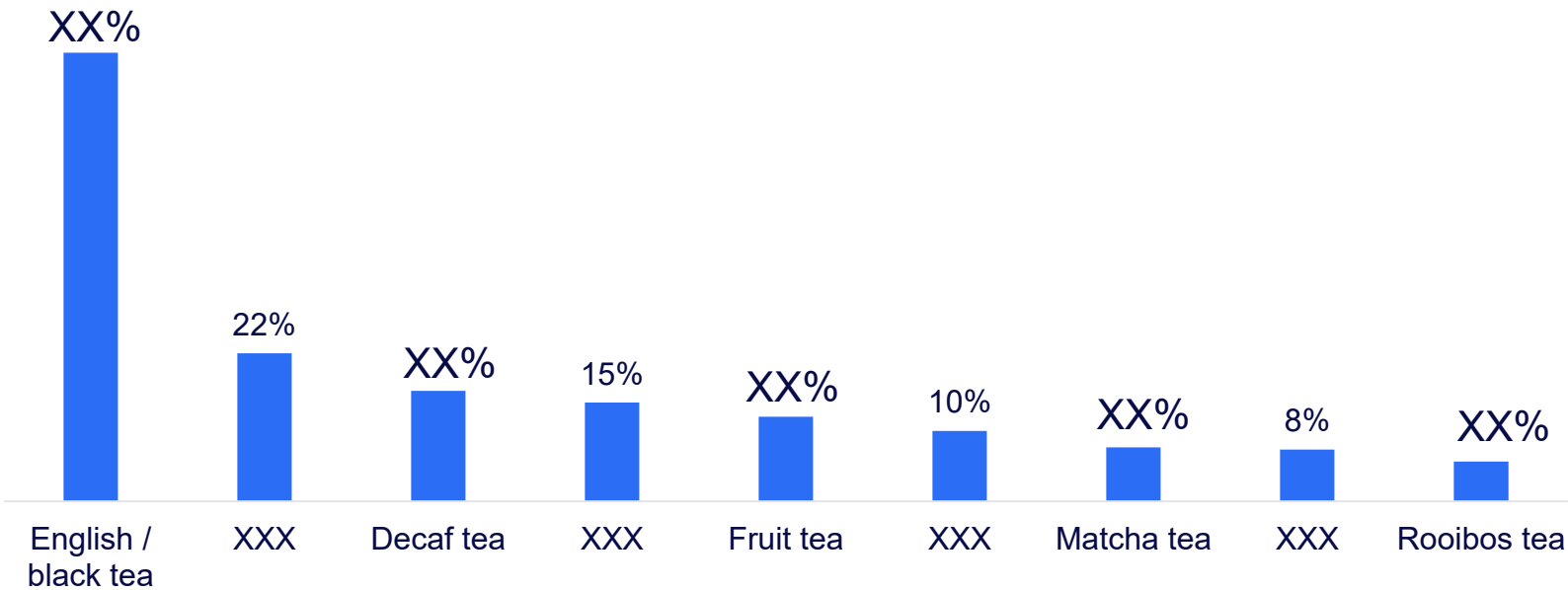
67%

of Hot Tea
consumers
typically choose
English/ Black
Tea when out

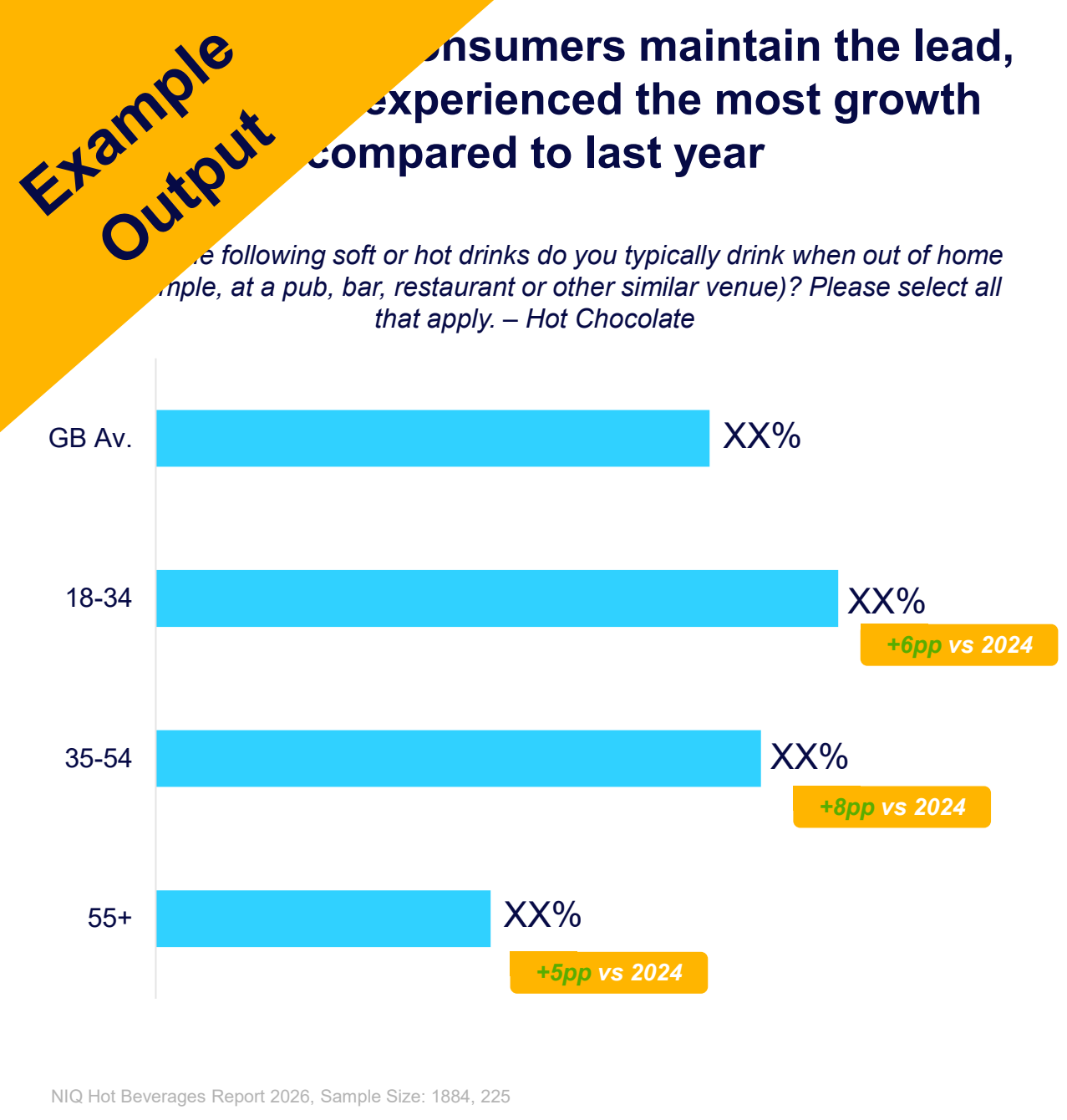
-5pp vs 2024

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

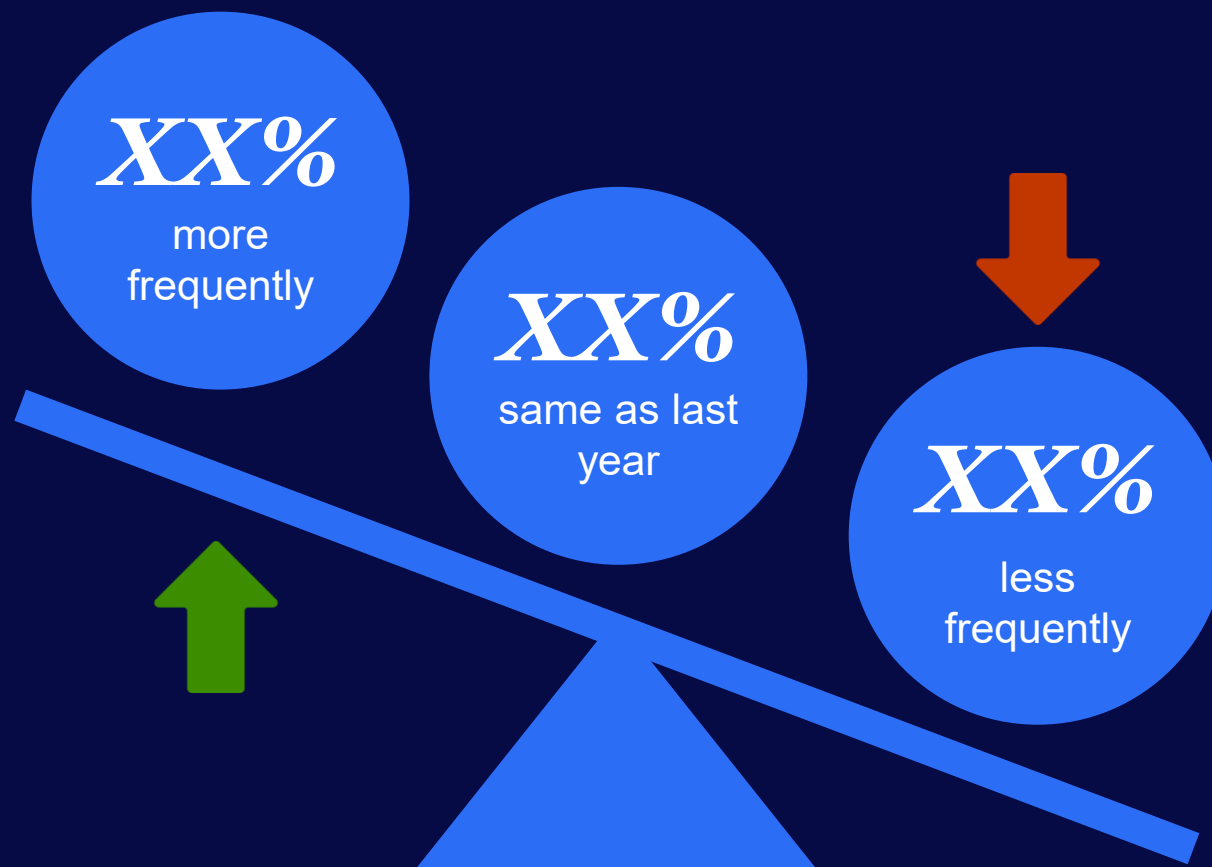


NIQ Hot Beverages Report 2026, Sample Size: 286



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



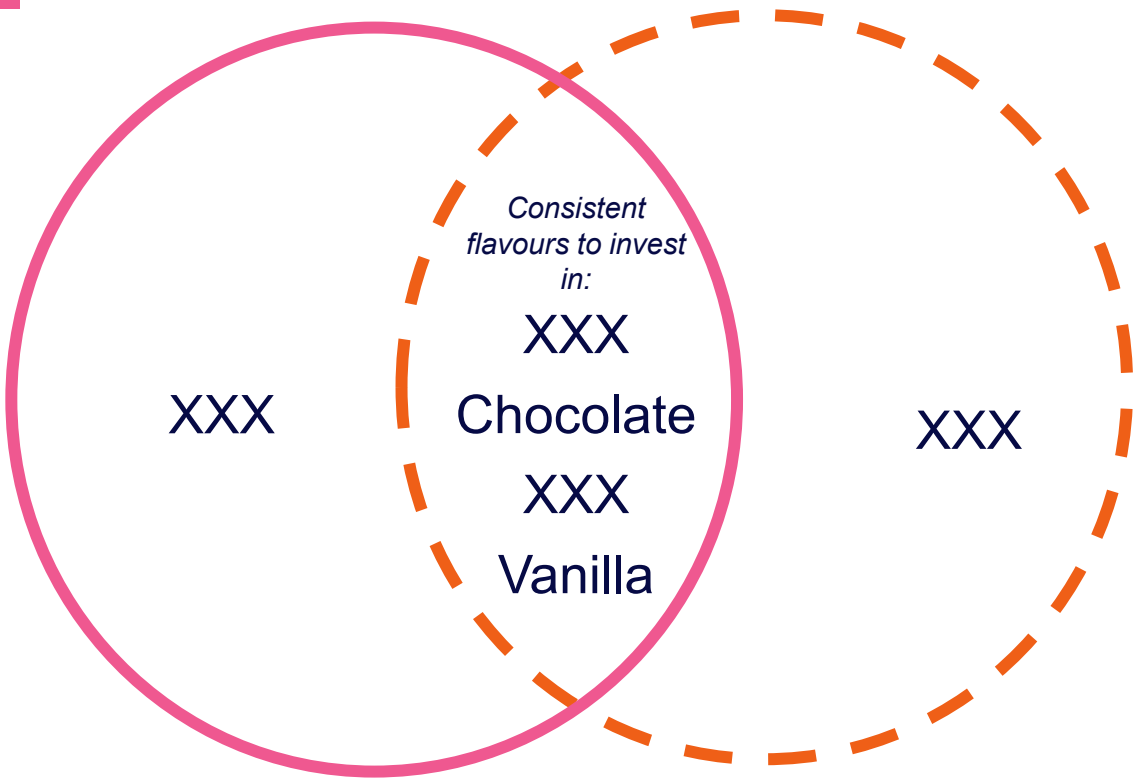
Example
Output

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%

Food Insights Series *NIQ* powered by *CGA* intelligence

*Reports available now – please contact your
account manager for more information*



Spotlight Report: Desserts



Flagship Report: Hot Beverages



Spotlight Report: Snacking in Pubs



Spotlight Report: Hot Snacking in Pubs

Contact Us

To learn more or to speak to a member of the team,
please feel free to get in touch



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