

The Impact of Coronavirus on Hot Drinks

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Abstracts

The hot drinks industry faces challenges from the global pandemic spread of coronavirus (COVID-19) on multiple fronts. The temporary closure of on-premise and institutional channels in many areas will have a devastating impact on the industry and one that will not simply dissipate once the virus is contained. In a reversal of the industry's long-term trend, coffee and tea occasions are moving rapidly back towards the home, where they may stay as the global economy tilts towards recession.

Euromonitor International's The Impact of Coronavirus on Hot Drinks global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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